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ABSTRACT

This book attempts to provide cultural information which will enable an American to communicate effectively with German-speaking people of Europe. The book discusses differences between American and Germanic culture in such areas as food, laws, customs, religion, language, dress, and basic attitudes. Background information is given on Austria, Germany, and Switzerland and on the characteristics of their people. Problems in intercultural communication are presented via situations built around such themes as: the concept of time, attitudes toward knowledge, formality, individual pride and sense of privacy. Facial expressions and gestures are also discussed. Short cultural notes on such topics as shopping and holidays are followed by "survival phrases" and a translation of common signs, clothing sizes, and weights and measures. A brief bibliography completes the volume. (AM)

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BUILDING BRIDGES OF UNDERSTANDING

German-Speaking People of Europe

A Brigham Young University LANGUAGE RESEARCH CENTER Communication Learning Aid

The information in this Learning Aid was taken from many sources which were the best available to the editors at the time of preparation. Views expressed or implied in this publication are not necessarily those of Brigham Young University

The editors have tried to present the characteristics of the German-speaking people of Europe in an objective manner, without undue bias or emphasis. Where we have failed, we apologize for the erroneous impressions that may result and request that comments and corrections be sent to the Language Research Center, 267 FB, BYU, Provo, Utah 84602.

The editors are aware of the inherent dangers in using illustrations of a caricature nature since the style depends on distortion or exaggeration of features or mannerisms. The illustrations are intended to enliven the presentation, to make a contrast more graphic, and to help the reader visualize and retain a concept more easily. It is not implied that an idea presented by the illustration does reflect reality.

We appreciate and acknowledge the comments and contributions of various individuals and organizations in the preparation of this publication.

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Introduction

The purpose of this Communication Learning Aid is to help you to be more effective in understanding and communicating with other people, especially those of other cultures.

It has been said that in some ways you are like all other people, like some other people, and like no other person. Like you, for example, most German-speaking people would be sad at a funeral, be amused by a good joke, and become irritated if bothered while trying to sleep. Love, anger, and fear are found to some degree in all humans. Desires to be accepted and to have peace of mind also are universal. However, different people possess different attitudes and values, with distinct patterns of behavior.

This Communication Learning Aid can help you to communicate better with people who are like you in some ways and not like you in other ways. These ways are not necessarily right or wrong, better or worse; they may be just different,unfamiliar, and perhaps even offensive. This publication discusses some differences in such things as food, laws, customs, religion, language, dress, and basic attitudes which will be encountered in the German-speaking countries of Europe.

People perceive their relationships to those around them by thousands of subtle signs. Something as simple as knowing when and where to walk or sit is a "cultural cue." The loss of familiar cues when entering a new environment may produce strain and frustration. This cultural disorientation is commonly called culture shock. As one learns to communicate, judiciously using the new cultural cues, the severity and amount of frustration and disorientation are reduced.

This Learning Aid will provide tools to help you recognize the situations that may cause this confusion. It will help you develop skills which, if successfully applied, will help you to communicate more effectively with the German-speaking people of Europe, and make your association with them pleasant and meaningful.

This publication has a basic emphasis of preparing you for actual experiences interacting and communicating with the people of Germanic Europe in their environment and culture. Of course, you will enjoy and learn much from this Aid even if your opportunity for a first hand experience is limited. Learning about another country may be by *study*, *instruction*, or *experience*.

In the heart of Europe

Thoughts of "Germanic Europe"* may include a pigtailed Heidi running through an Alpine meadow, mountain climbing or skiing on snow-capped peaks, dirndls, and maybe World War II.

Although many mistakenly think of Germany as the only German speaking country of Europe, the language is also spoken in Austria, a large part of Switzerland, Liechtenstein, the eastern part of Luxembourg, and the Tyrol area of Italy. Because of historical involvements, there are many speakers of German in eastern France and some countries of eastern and southern Europe, such as Poland, Czechslovakia, Hungary, and Yugoslavia. Although we will focus this study on the three major countries (Austria, Germany and Switzerland), much of what is said about them will apply to people of other countries who are of German origin and heritage.

*In a technical, ethnic and linguistic sense, the term "Germanic" also applies to the people of England, the Netherlands, the Scandinavian countries, etc. We use the term to refer to the German speaking peoples of Europe.

For centuries the many small principalities in the center of Europe were part of the Holy Roman Empire. Later separate nations emerged, each partaking of the "Germanic"traits and language characteristics of this region.

The history and heritage of the nations known today as Austria, Germany, and Switzerland, stem from common origins. Yet each nation is unique in its own way and has made distinct contributions to the world community.

The three countries combined are about two-thirds the size of the state of Texas. All are densely populated--in West Germany alone there are about sixty-two million people. In this small area live twice as many people as occupy all of the United States west of the Mississippi River.

Before discussing the characteristics which are shared by these three Germanic lands, some details about what is distinct or unique to each may be helpful. It will be noted, however, that even these patterns of living overlap considerably.

Austria

The land

Located in the heart of Europe, Austria is bounded on the north by Czechoslovakia and Bavarian Germany, on the east by Hungary, on the south by Yugoslavia and Italy, and on the west by Switzerland and Liechtenstein. It has a land area of 32,374 square miles, roughly the size of Maine or South Carolina.

Austria is predominantly a country of mountains and forests. Broad valleys have been formed by glacial erosion. The landscape varies from the high ranges of the eastern Alps to the great Hungarian plain. The hills in the lowlands of the east change to mountains covered with beautiful forests in the west. To keep large forest areas around cities, construction and industry are restricted and state and municipal green belts are cultivated.

The Danube is Austria's chief river. The 217 miles of its west-to-east course through the country are fully navigable. Many lakes add to the scenic beauty of the country.

Austria has a moderate climate with considerable variations according to location and altitude. Winter in the mountains can be very severe with deep snow and high winds. In the lowlands of eastern Austria, continental conditions prevail. Temperature extremes are not as great in the western United States, but the climate is more humid.

History

Austria's history has been much affected by its geographical location, at the crossroads of three great European civilizations: Roman, Germanic, and Slav.

Human settlements are known to have existed in the area of Austria in prehistoric times. Beginning with the Celts around 400 B.C., various racial tribes took possession of the land. When the Romans conquered the country they founded settlements which have survived to the present.

About A.D. 400 the Roman provinces were overrun by migrating Germanic tribes. In the tenth century Austria entered a long era of peaceful development. Monasteries were founded, the castles of nobility appeared, and poetry and scholarship flourished.

The geographical position of the Austrian territories, their contact with Italy, Hungary and the Slav world, and the universal policy of their Hapsburg rulers, tended to produce a strong individual character of these lands and their people, though their civilization remained at all times predominantly German.

At the end of the thirteenth century, the family of the counts of Hapsburg rose to power this dynasty, which soon united an empire "on which the sun never set," ruled Austria until 1918. During this period, Austria rose to political and cultural prominence in Europe.

In 1438 Duke Albert V of Austria assumed the crown of the Holy Roman Empire, which remained essentially a Hapsburg monopoly until 1806. Toward the end of the fifteenth century, treaties and marriage alliances brought Flanders, Burgundy, Bohemia, and Hungary into the Austrian Empire, and the Spanish throne was occupied by a Hapsburg.

During the sixteenth and seventeenth centuries, Austria was Europe's easternmost opposition to the frequent attempts of the Turks to conquer new territory. After the final defeat of the Turks in 1683, Austria entered one of the most brilliant cultural eras in its history. Many beautiful sacred and secular buildings were built during this period.

Important economic, administrative, and cultural reforms were initiated by the great Empress Maria Theresia, who ruled from 1740 to 1780. Serfdom was abolished and complete religious toleration instituted in the following century. Three of the first great Austrian composers--Gluck, Hayden, and Mozart--appeared during this period.

At the turn of the 19th century, the Emperor Franz Joseph assumed the title of Emperor of Austria, and later renounced the crown of the Holy Roman Empire. During this period Austria successfully defended itself against Napoleon Bonaparte. The industrial revolution brought progress in engineering, trade, and economy.

In 1867 a modified constitution evolved and the Austro-Hungarian Dual monarchy came into being. This monarchy made great economic progress in the period of peace before World War I , but there was rivalry among the nationalistic regions and races which formed the empire.

The murder of the heir to the throne of the Austro-Hungarian Empire by Serbian conspirators was the spark that kindled World War I. On November 11, 1918, the last Austrian emperor abdicated and the next day the Provisional National Assembly proclaimed the birth of the new Austrian Republic.

Unstable economic and political conditions increased and in 1934 led to a civil war. In 1938 Austria was occupied by German troops and forcibly incorporated into Adolf Hitler's German Reich. After World War II Austria was divided by the Allied forces into four occupational zones.

In 1955 the last foreign soldier departed from Austria and parliament voted a law stipulating Austria's permanent neutrality. The country takes part in no military alliances and allows no foreign military bases on its territory.

The Austrian Republic is a federation consisting of nine provinces, each with its own characteristic topography, costume, and folklore. Though each province jealously preserves its independent character, they are all loyal members of the Austrian Federal Republic. This combination of provincial diversity with national unity is typically Austrian.

The legislature consists of the *Nationalrat* (National Council) and the *Bundesrat* (Federal Council). The federal president appoints the chancellor, who recommends cabinet members. Each province is administered by a provincial government headed by a governor.

The people

The population of Austria is more than 7.5 million. For the size of their country, the Austrian people are as varied as any group in the world. From the great migrations of peoples, from the Roman occupation, and from the mixing of people in the days of the Holy Roman Empire, they now represent an interesting blend of the traits of many ethnic groups and nationalities. It is said that to be an Austrian is not so much a matter of nationality as it is an art.

Although about 98 percent of the Austrians are ethnically of German origin, they are, on the whole, a mixture of Dinaric and Nordic and, to a lesser extent, east Baltic and Mediterranean races. Pure representatives of a single ethnic group are rare.

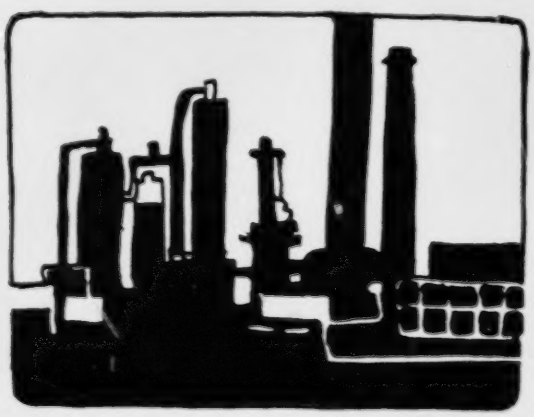
Austrians have traditionally been predominantly (98 percent) Roman Catholic since the Counter-Reformation in the 1500's.

The language

Although Austria's national language is German, many dialects exist everywhere in the country. The German of Austria, even of the cities, is different from the German of northern Germany, but it is closer to the German of Bavaria.

In outlying villages, the local dialects may be almost incomprehensible to one who understands only standard German. Not only the way of pronouncing words varies, but sometimes isolated groups have their own terms for things.

Of course, many of the people are used to meeting tourists from Austria and abroad, and will generally use the local dialect only among themselves.



Economy

Austria is rich in mineral resources which supply the raw materials for several important industries. It ranks third among the oil-producing countries of Europe. Electricity is produced from imported coal and from water resources. Austria is one of the foremost producers of hydroelectric power in Europe.

Many basic industries were nationalized in 1946 including oil, electric power, coal and metal mining, iron and steel, machinery and vehicle production, and the chemical and electrical industries.

Because it is so mountainous, barely half of the land area can be used for food production. Though farms are being extensively mechanized, Austria still imports much of its food supply. Stock farming plays an important role in Austria, and dairy products are of excellent quality.

Austria possesses ample water resources, rich deposits of ores and minerals, and an abundance of forests provide wood products and other raw materials. Many of Austria's resorts owe their popularity to the surrounding forests.

Thousands of tourists visit Austria each year for winter sports, to attend music festivals, to visit art museums, or to view the scenic attractions along the Danube River.

Education

The first university on Austrian soil was founded in 1365, and Austria has since cultivated a great academic tradition.

Eight years of school attendance is free and compulsory. Universities and colleges are run by the state and provide instruction in all existing sciences and arts. One hundred thirty research institutes undertake research work in many scientific fields. Many Austrian adults extend their knowledge through adult education courses at comprehensive facilities.

Austrians have made many notable contributions in scientific and technological fields. Fourteen Austrian scientists have won Nobel Prizes for research in such areas as paralysis therapy, the discovery of blood groups, enzyme research, quantum theory, discovery of cosmic radiation, and microchemical analysis. Joseph Ressel invented the screw propeller, Peter Mitterhafer constructed the first typewriter, and Joseph Madersperger is credited with the invention of the sewing machine. Austrians also constructed the first automobile and invented the incandescent gas mantle, the Kaplan turbine, and the slow motion camera.

Transportation and communication

Though road traffic has increased, Austrian railways still account for a great deal of passenger transportation and freight traffic. The Austrian railways and the postal and telegraph service both operate bus services covering even remote country districts. Much freight and tourist traffic also travels on the navigable Danube River.

Since the end of World War II, there has been a phenomenal increase in the number of motor vehicles. The main highways have been brought up-to-date and modern freeways completed.

Austrian Airlines operates services throughout Europe, America, and the Middle East. The Vienna Airport is one of the most modern in Europe.

The hundreds of cable railways, ski hoists, and chair lifts giving access to vast areas in the Austrian mountains provide convenient transportation for winter sports enthusiasts.

Austrian Radio Ltd. is politically and economically independent. In 1957 it began regular television service.

The Imperial Austrian Mail service began in the early sixteenth century. Today, the Austrian mail is known for its modern equipment and efficient service. The Austrian teletype network provides a wider coverage than any other European country.

Recreation and sports

Sports in general have derived much benefit from the opening of the Vienna Stadthalle with its seating capacity of 16,000, the most modern structure of its kind in Europe, and from recent Olympic games held in Innsbruck.

The most popular Austrian sport is soccer, and the visits of Austrian teams abroad are always welcomed. Basketball, handball,and tennis have their devotees. Alpine gliding is increasing in popularity.

Most Austrians learn to swim as children, and swimming clubs can be found in every part of the country. Water skiing, canoeing, sailing, and rowing are principal water sports.

Austria is one of the leading countries in Europe in motorcycle and speedway racing. Bicycling, golf, horse racing, weight lifting, wrestling, fencing, and boxing, have their exponents, too.

Winter sports and all the various activities and recreation that go with them are enormously favored by the climate and topography of the

eastern Alps and by their development as tourist resorts. The victories of Austrian skiers and particularly their successes at the Olympic games and other world championships attest to Austrian skill in winter sports. There are hundreds of clubs with thousands of members, organized to promote tobogganing, figure skating, curling,and ice hockey.

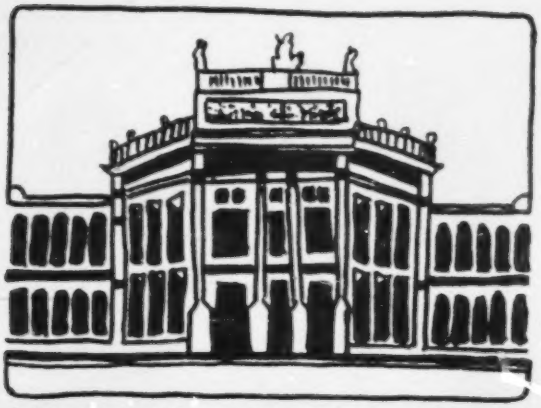
The arts

At the end of the eighteenth century,Vienna was becoming the meeting place of great composers. Joseph Hayden, Wolfgang Amadeus Mozart, and Ludwig van Beethoven all lived in Vienna during the Viennese "Classical Era" and composed some of their greatest works there. Franz Schubert, born in Vienna, was also a great classical composer. Other well-known Austrian conductors and composers include Anton Bruckner, Hugo Wolf, Gustav Mahler, Franz Schmidt, Arnold Schönberg, Johann Strauss Sr. and Johann Strauss Jr., and Karl Böhm.

Austrian music absorbs the best of many different national elements and has played an important role in the history of music in blending the influences from both north and south.

Opera came to Austria in the 1600's from Italy. Original church music is kept alive by the celebrated boys' and mens' choirs. The present Vienna Boys' Choir is the successor of the Boys' Court Choir established in the fifteenth century. The music festivals of Vienna, Salzburg, and other cities, are well-known.

A rich field of medieval art is represented by works of gold and frescoes in churches. During the Renaissance, Italian influence predominated in Austrian painting, and this became even more prominent in the later baroque period. The most important painting of this period, covering the latter years of the seventeenth century and almost the whole of the eighteenth century, is largely confined to murals in palaces, monasteries, churches, and public buildings. Classicism came back with the opening of the nineteenth century, and with it came the Biedermeier age of heavy mahogany furniture,



miniature paintings, and Augarten porcelain. The second half of the century saw the buildings of Vienna's Ringstrasse, with the opera house, the university, the rathaus or city hall, and other unique architectural structures.

Austria's literature developed a characteristic flavor of its own at a very early date. It ripened under influences very different from those which molded German literature since Austria for many centuries maintained close cultural ties with the people of southern and eastern Europe, as well as with Spain and Italy. Many priceless treasures and works of art can be seen at Austria's museums, collections, and treasuries.

Diet

A light breakfast of coffee or hot chocolate with rolls, bread, and jam begins the day. The midday meal is substantial and may include soup, meat with potatoes and vegetables, a salad, and dessert (usually a homemade pastry). In Vienna, a traditional afternoon tea (called *Jause*) includes sandwiches, pastry, and coffee piled high with whipped cream.

In the early evening a simple meal of cold meat with perhaps a vegetable casserole, eggs, and a salad or cheese is eaten. After a visit to the theater or other evening engagement, a light supper may end the day.

Friends socialize at home, at a pastry shop or coffeehouse. Dining out in restaurants is not as common as in Western Europe and the United States.

All Austria takes pride in its good food and hospitality. The visitor will find an extraordinary range of dishes and tastes, which have been influenced by the different countries brought together under the old Austro-Hungarian Empire.

Holidays

Principal holidays are New Year's Day (January 1), Easter (March or April), Labor Day (May 1), Ascension of Mary (August 15), Flag Day (October 26), and Christmas. All Catholic holidays are also state holidays. (Further discussion of holidays is included in following chapters.)

Germany

The land

*Germany as a whole is bordered on the north by Denmark and the Baltic Sea, on the East by Poland and Czechoslovakia,on the south by Austria and Switzerland, and on the west by France, Luxembourg, Belgium, and the Netherlands. The northern boundary lies at approximately the same latitude as Quebec and Seattle.

There are three major physical regions. Along the shores of the North and Baltic seas are the north German plains or lowlands. The rolling, forested uplands of central Germany are dissected by rivers. In the southern part of the country is the mountainous territory where the Bavarian Alps form a natural boundary with Austria.

The Federal Republic of Germany (West Germany) contains almost 96,000 square miles of territory, slightly smaller than the state of Oregon, and is approximately twice the size of the state of New York. The German Democratic Republic (East Germany) fills almost 42,000 square miles, about the size of Virginia or Ohio.

Germany's climate is determined by her position in the temperate zone where there are frequent changes of weather. The weather in East Germany is generally cooler than that of West Germany. Temperature variations, minimal in the northwest, become more seasonal farther inland.

*Politically, Germany is divided into the German Democratic Republic and the Federal Republic of Germany. Since we are principally concerned with cultural traits and heritage, we will treat them as a whole in most instances.

History

The history of Germany is at first that of German tribes, such as Angles, Saxons, Alemans, and Franks. The area on each side of the Rhine was a battleground for these warlike tribes until they were politically united under Charlemagne.

Powerful feudal princes helped to weaken medieval Germany at a time when it was being invaded by Slavs, Norsemen, and Magyars. Otto I, Saxon king of the Germans, is generally credited with the creation of the Holy Roman Empire in A.D. 962.

After 1250 the powerful unity of the Empire began to decrease, while the power of territorial princes increased. Germany was the center of the Reformation, initiated by Martin Luther in 1517. This religious schism led to the Thirty Years' War (1618-48).

For centuries the political centers of this "Germany" were located outside of what is modern Germany. Hundreds of independent units were slowly organized into regional states. Prussia grew into the only German state that could challenge Austria. When Frederick the Great defeated Austria in 1740, Prussia joined the ranks of the great European powers.

Napolean significantly altered the map of central Europe. Liberals and nationalists in the German area hoped to change the autocratic and antinational German political systems. At the Congress of Vienna (1814-1815), the German Confederation was formed. Prussia seemed willing to accept the lead of Austria during the early nineteenth century.

In 1862 Prime Minister Otto von Bismarck of Prussia resolved to eliminate Austrian influence over Germany. He led the defeat of Austria in the Austro-Prussian War (1866). What had been a geographical term covering the center of Europe was, after 1871, filled with the political reality of a Germany, and Bismarck became Germany's first chancellor.

Between 1871 and 1914, the German empire expanded rapidly. Its economy flourished, and its power and prestige increased.

German leaders, fearing isolation and encirclement, viewed the assassination of the heir to the Austrian throne in 1914 as an opportune occasion to divide the country's enemies. Europe was thus plunged into World War I, which ended with Germany's defeat.

The Weimar Republic replaced the empire. Germany was stripped of its overseas possessions and was required to pay heavy reparations.

In 1933 the republic was undermined by Adolf Hitler who nullified the constitution after being named chancellor. World War II began when the armies of the Third Reich invaded Poland in 1939.

The war ended in 1945 with Germany's surrender and many of its cities in ruins. Great Britain, the United States, France, and the Soviet Union took over administrative power. The country was divided into four zones of occupation and the city of Berlin into four sectors.

The *Federal Republic of Germany was created in 1949 out of the United States, British, and French zones of Germany. The Soviet Union, however, embarked on its own policy to govern its occupied zones. A Communist system of government was instituted, and the *German Democratic Republic was created.

West Germany has risen to become the leading industrial nation of Western Europe. Its stable democratic system of government has become a beacon of freedom for refugees from Communist Eastern Europe. West Germany today plays an important role in cooperative international organizations such as NATO, the European Common Market, and the United Nations.

In 1961 the East German government erected the Berlin wall to prevent the continuous flow of refugees from East to West. Other borders between the two countries had been sealed previously.

A Communist police state, East Germany guards its borders with barbed wire and machine guns to prevent the flight of East Germans to the West.

A treaty signed in 1972 provided for the relaxation of some border traffic regulations, enabling more West Germans to visit relatives in East Germany.

The people

The population of West Germany is approximately sixty-two million, all primarily Germans. Over two million foreign workers, mainly from Greece, Turkey, Italy, and Yugoslavia, also live in West Germany. These "guest workers"

*Hereafter, the term "West Germany" will be used to refer to the Federal Republic of Germany, and "East Germany" will be used to describe the German Democratic Republic.

work in Germany for several years and then return to their homelands.

West Germany is very densely populated, with the majority of the people living in cities, and nearly one out of five is a refugee or expellee from Communist-controlled areas.

Northern Germany and Berlin are predominantly Protestant, and Bavaria and the Rhineland are largely Catholic.

East Germany is one of the most densely populated countries in Europe, with about 408 persons per square mile. The total population is about seventeen million. Ethnically, most are Germans except for a very small Slavic minority known as Serbs. Traditionally the area has been predominantly Protestant with a small Roman Catholic minority.

Economy

The Federal Republic of Germany (West Germany) is a highly developed, prosperous industrial nation. It is a principal competitor of the United States in world trade. West Germany ranks fourth in world production of steel, cement, aluminum, electricty and in the combined production of coal and lignite. Its gross national product is third highest in the world.

Because West Germany is the most populous and most crowded of the major European nations and because it lacks many important natural resources, it cannot raise enough food to feed its population and depends heavily on imports.

The Communist leaders of East Germany look enviously at the booming industrial production of neighboring West Germany while the people look equally enviously at the freedom and high standard of living of their neighbors across the border. Even so, East Germany is the most highly industrialized of Eastern European nations.

The government, which owns and controls all industrial and agricultural facilities, has emphasized the development of heavy industry at the expense of consumer goods for the people.

East Germany has benefited greatly from a special trading relationship it enjoys with West Germany which has, in part, compensated for East Germany's loss of its traditional markets and raw material supplies in the West.

The West German monetary unit, the *Deutsch Mark*, is one of the strongest currencies in the world. The West German economy operates on a free-market basis. Competition and free enterprise are fostered. There is, however, extensive emphasis on social security, and the state participates in the ownership and management of railroad, airline, and telephone systems.

Education

The University of Heidelberg was founded in 1386. Germany started developing a general primary school educational system as early as the eighteenth century. Today public education in West Germany is the responsibility of the state. All public schools and most universities are free. In most states texts and other supplies are also free. Full-time schooling is free and compulsory to at least age fourteen.

Children spend the first four years of their schooling at a primary school. After taking an entrance examination, many go to either an "intermediate" school or to a secondary school. Others may choose to remain in the elementary school for several more years before going on for further training or going directly into a trade. The intermediate school comprises six years and provides an avenue to some commercial and administrative jobs, vocational training, and advanced professional schools. Attendance at the secondary school continues nine years. A school-leaving examination then opens the way to university studies.

Students attend school five or six days a week. Summer vacation lasts six weeks.

About two thousand private schools offer a curriculum equal to the public schools. Among them are a few secondary schools with boarding facilities. Special instruction is provided for mentally and physically handicapped and for adult education.

German universities have long attracted students from abroad. In the nineteenth and early twentieth centuries they exercised a strong influence on the development of graduate studies at United States universities. University entrance standards are high at West Germany's twenty-nine universities.

There are also various types of specialized schools of higher education offering training in technical, ecomomic, and commercial fields, music

and the arts, forestry, mining, veterinary and agricultural science, and teacher training.

In East Germany education is compulsory through the tenth grade, augmented by an extensive system of vocational and technical schools. The country maintains over fifty institutions of higher learning.

More than fifty Germans have been awarded the Nobel Prize. Among them are Otto Hahn, for his discovery of the fission of heavy nuclei; Fredrich Bergius and Carl Bosch, for their contributions to the invention and development of chemical high-pressure methods; Karl F. von Braun, for the development of the radio; and Wilhelm C. Röntgen, for his discovery of X rays.

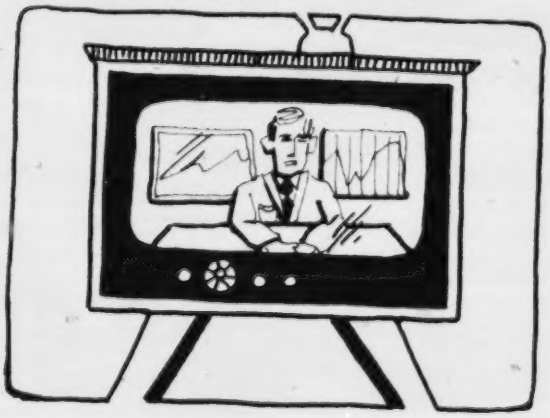
Transportation and communication

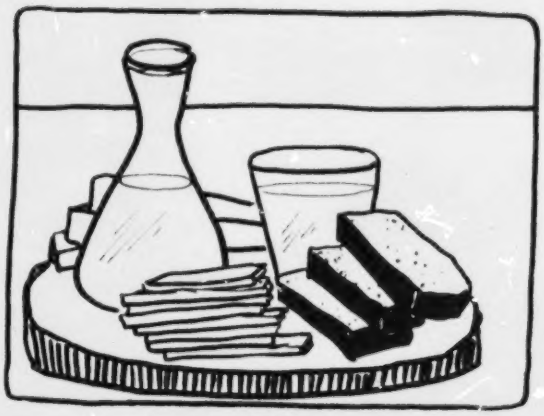
Germany's network of transportation and communication is one of the densest in Europe. Telephone and telegraph services, both domestic and international, are efficient. Telegraph and cable services are available to all countries.

Frankfurt's international airport is a center of European air traffic. There are a number of international express trains.

An extensive network of roads makes Germany an ideal place for motoring. Express highways connect most major cities. Mass transportation facilities (trains, streetcars, subways) are crowded but efficient. Taxi service is available in all cities. Most people own small cars, although gas is much more expensive than in the United States. For long distances, trains are generally used since they are less expensive than air travel.

Radio and television stations are nonprofit corporations under civil law. The stations also link up with the "Eurovision" network to which twenty countries belong and with networks in Austria and Switzerland.





Diet

German food suits the average American taste with an emphasis on "meat and potatoes" and general blandness. Still, German cooking offers a wide variety of dishes, including some that will be entirely different and new for Americans.

Potatoes, vegetables, and bread are consumed to a larger extent than they are in the United States. Meat is not part of every meal; it is often replaced by cheese, seafood, and eggs.

A typical German breakfast is small, usually consisting of rolls with butter, marmalade, and coffee. Rye bread is preferred over wheat bread.

The biggest meal of the day is the noon meal. It may include soup, a main dish, and dessert.

Fish is eaten quite frequently. Germany's thick soups--made from potatoes, dried peas or lentils, and flavored with sausage and onion--are well-known. Stewed fresh and dried fruits frequently accompany meants and dumplings. Ice cream and fruits are popular desserts.

Most German food is available in supermarkets. Many Germans still buy their food in open-air town markets where they find fresh vegetables and fruit, meat and cheeses, breads and sweets.

The evening meal is light; usually sandwiches are served. These are open-faced and eaten with a knife and fork. A snack in the morning or a *kaffeeklatsch* in the afternoon, where cake or pastries go with the coffee, are very popular.

The most common snack is an open-faced meat sandwich (sausage on a roll with mustard), which is sold at many railroad stations and along streets.

Recreation and sports

Outside of a full weekend, most West Germans have three to five weeks of vacation in addition to ten legal holidays. Millions of Germans take vacation trips within the country (predominantly in southern Bavaria and the North and Baltic seas) and abroad (mostly to Austria and Italy).

Soccer is the most popular sport in Germany. Famous soccer stars frequently crowd out politicians on the front pages of newspapers. About ten million West Germans are members of the 38,000 sports clubs in the country, although a fraction participate in sports themselves.

Hundreds of spas feature modern therapeutic facilities and provide treatment, entertainment, and sports to speed the recuperation process.

Country lanes and special bicycle trails make Germany a paradise for the cyclist. In Germany's numerous lakes, rivers, and streams, sportsmen fish for many species of fresh-water fish. Deep-sea fishing charters are available at most ports along the North and Baltic seas. Conditions for sailing are ideal. Swimming is an extremely popular year-round sport.

There are fifty schools in Germany which teach the art of flying single- and twin-engine aircraft. Gliding is extremely popular.

The German Hiking and Climbing Association maintains an extensive network of trails. Hundreds of hostels and shelters may be used by travelers for a modest fee.

More than three hundred winter sport resorts feature ski slopes, skating rinks, toboggan slides, and ski jumps, and some have facilities for ice hockey, ice boating, bobsledding, and curling.

The arts

Cultural life in Germany has its roots in a rich and abundant past. In the sphere of music---Bach, Beethoven, Brahms, and Wagner--and in the field of literature--Goethe, Schiller, Kleist, Büchner, and Hauptmann--have their secure place among many other composers, poets, painters, and sculptors of the classic, romantic, and more modern ages.

Stemming from Teutonic origins, German art has always been strong and vigorous. It is the expression of a forceful, intense people.

Cities like Berlin, Munich, Hamburg, Düsseldorf, Frankfurt, and Stuttgart have a great theatrical tradition going back to the eighteenth century. Most theaters have a permanent repertory company presenting a regular changing schedule of plays and musicals.

West Germany takes fourth place in the number of books published annually. Frankfurt's enormous International Book Fair is extremely popular.

Holidays

Christmas, Easter, and New Year's Day are celebrated, and also Labor Day (May 1), characterized by large union activities. Other holidays are: the Day of Unity (June 17), Whitsuntide and Whit Monday; and Ascension Day (fortieth day after Easter). Areas with a Catholic majority celebrate Corpus Christi Day (eleven days after Whitsuntide) and All Saint's Day (November 1). Lutheran areas celebrate Repentance and Prayer Days (third Wednesday in November). (For further information on holidays see page 35.)

Switzerland

The land

Switzerland is one of Europe's smallest countries. It covers 15,941 square miles--about twice the size of the state of New Jersey. Bounded mostly by natural frontiers, it has no direct access to the sea. It is surrounded by the Federal Republic of Germany to the north, Austria and Liechtenstein to the east, France to the west, and Italy to the south. It controls some of the major routes of communication between those countries, particularly the passes and tunnels through the Alps.

The Alps cover three-fifths of Switzerland's area and are the most outstanding geographic feature. Forests, rivers, and beautiful lakes and valleys create a varied landscape. The vegetation is abundant and of many varieties, ranging from Mediterranean to Arctic species.

Considering its small size, Switzerland has a great variety of climatic conditions. The temperate climate of the southern district supports palm trees bordering the lakes. The Alpine regions have much lower temperatures and dry, clear weather throughout the year. Switzerland's long winters, from November to April make it a world-renowned winter vacation spot. Summers are mild. Spring is the rainiest season. Because of the mountainous shape of the country, pressures and weather change rapidly.

History

Before the Christian era, the greater part of the territory now known as Switzerland was inhabited by a Celtic people called "Helvetii," giving the country its name of Helvetia. In 58 B.C. the Helvetii came under Roman rule. When the Roman Empire was invaded by the barbarians in about A.D. 400, the western part of Helvetia was occupied by the Burgundians and the eastern part by the Alemans. The Alemans brought with them a Germanic dialect which was to evolve into the language now spoken by more than two-thirds of the population. The Burgundians, however, adopted the language of the country, which was Latin, and in time evolved into French.

Switzerland was born when the people of the three mountain *cantons* (states) of Uri, Schwyz (from which the country takes its name), and Unterwalden signed the Perpetual Covenant of 1291. This was a solemn pledge of mutual support and defense against the encroachments of the House of Hapsburg on the rights which the emperor of the Holy Roman Empire had earlier granted to some of them as guardians of the passes of the Alps.

The three original cantons were joined by others, and the alliance was extended. The Swiss repulsed the repeated assaults of the Austrians and developed into a major military power. Though

initially successful in conquests in Italy, defeat at Marignano inflicted damaging losses and led to a reversal of Swiss attitude in international affairs. It was the beginning of the Swiss policy of continued neutrality. The Treaty of Westphalia, which ended the Thirty Years War in 1649, recognized Swiss independence.

Decades of religious and political dissension ended in the early 18th century. The ensuing period of peace contributed to advancements in every phase of Swiss life. Great strides were made in commerce, industry, agriculture, the arts and sciences, and outstanding Swiss citizens gained repute for themselves and their country.

In 1798 Switzerland was invaded by the armies of the French Revolution and became a battlefield for the European powers. Napoleon restored the confederation in 1803. By the final act of the Congress of Vienna in 1815, the Swiss Confederation was recognized and the country's independence and neutrality guaranteed. That year the country adopted its present borders.

The constitution of 1848, revised in 1874, assured sovereign rights for the people, separation of powers, and individual liberties in the new Federal State of Switzerland. With the restoration of peace and the growth of the country, the international importance of Switzerland also increased. The International Red Cross was founded in Switzerland in 1864. Many international conventions on economic questions, such as copyrights and standard labor contracts, were suggested by Switzerland and concluded on Swiss territory.

Although she remained neutral during both world wars, Switzerland was faced with great difficulties. The country depended on both sides for food supplies and raw materials, necessitating special agreements with both the Allies and Germany. She had to put her army on wartime footing; and at the same time she became the clearinghouse for refugees, wounded, and prisoners of all the warring nations, while international diplomats and some of the exiled rulers made their headquarters in Switzerland. Countless collections of money and goods were launched in an attempt to lessen the plight of nations in distress.

Switzerland is not represented in the United Nations but collaborates with a number of UN commissions, many with headquarters in Geneva.

The Swiss political system is a combination of direct and representative democracy. Political institutions all exclude leadership by one man; authority is always vested in a body of men.

Switzerland is a confederation of twenty-two states known as *cantons* which have their own governments and capital cities.

The bicameral structure of the legislative branch of the government is inspired by that of the United States. However, the executive power is entrusted not to the president but to a seven-man body known as the Federal Council.

The people

German, French, Italian, and Romanche (a language derived from spoken Latin) are the four official national languages, and four different overlapping cultural influences characterize the country. A Swiss who speaks only one of the four languages is quite rare. Most cantons, however, form a linguistic unit and recognize only one official language.

About 69 percent of the people speak German as their native tongue. Although written German is the same in all areas, several Swiss German dialects are spoken. Almost every valley has its own dialect. German speaking Swiss speak their Swiss-German dialect not only in everyday conversation but also in many cantonal parliaments, on public occasions, and sometimes even in church.

Twenty percent of the Swiss who live in the western part of the country speak French as their native language. Of the remainder, most of whom live in the south, 10 percent speak Italian, and 1 percent speak Romansch.

In spite of these differences in language, origin, and religion, the Swiss have many characteristics in common, some of which will be discussed in following chapters. Since every Swiss belongs to a minority, a tolerance toward different lifestyles and recognition of the right of the individual to live as he chooses is inherent in his nature.

Economy

Switzerland has no seaports, and its only navigable access to the sea is via the Rhine River to Rotterdam. It has no natural resources except water power.

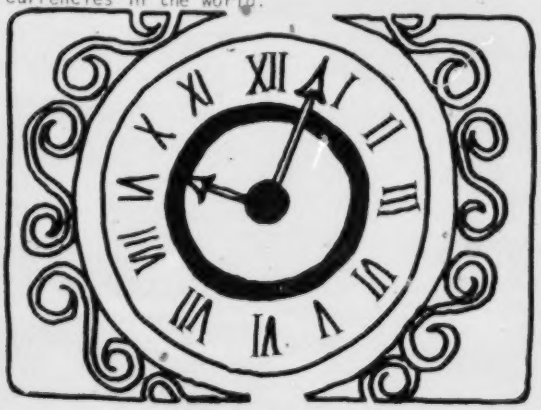
For centuries Switzerland was a poor agricultural country. Then in the seventeenth and eighteenth centuries came the growth of the textile industries in the areas of Zurich and St. Gallen, and the export of cheeses. With the industrial revolution of the nineteenth century came the great changes leading to the development of a modern industrial economy.

Only 8 percent of the working population of Switzerland is employed in agriculture. The country produces only about one-third of its food supply.

Because of its limited home market, Switzerland cannot compete in mass production. Her competitive power is based on precision work as well as great flexibility which develops products exactly adapted to the special needs of her clients.

Side by side with the tourits trade, industry and crafts represent the greatest portion of the national income and give employment to more than a million people. The engineering industry, which produces not bulk goods but highly specialized machine tools and equipment, texile-machinery, and turbines is of particular importance. Approximately every third diesel-powered, ocean-going ship is equipped with an engine designed in Switzerland. The chemical and pharmaceutical industries maintain numerous affiliated companies abroad. Swiss clocks and watches are renowned. Throughout the world the term "Made in Switzerland" is recognized as a guarantee of quality and precision.

The Swiss franc is one of the most stable currencies in the world.



Education

Since the time of Jean Jacques Rousseau and Johann Heinrich Pestalozzi, Switzerland has been recognized as an international center for education.

Public and professional schools and universities are run by the cantons, except the federal institutes of technology. Most Swiss children go to public schools. Primary public schools are compulsory and without fee, but small fees may be charged at high schools and professional schools. Each Swiss learns a second national language in primary school and normally a third language in high school.

Switzerland has seven cantonal universities, a school of economics and social science,and two federal technical colleges. There are also a number of specialized technical colleges. On the average, there is one foreigner for every three Swiss in the country's universities.

The numerous private schools (approximately 350) and boarding schools are renowned. In summer a number of universities and private schools organize holiday courses and special camps which combine language lessons with sports and relaxation. Young children may be cared for in more than 200 children's homes, and many hotels and holiday resorts offer facilities for the care of children.

Though Switzerland has produced few great creators in the domain of the arts, it can claim to have made considerable contributions to the advancement of society both on the national and international levels. The influence exerted on the thinkers of the eighteenth century by Jean Jacques Rousseau's thoughts on man's nature and his relationship to society and by Pestalozzi's theories on education are widely known.

In the field of science, Paracelsus counts as a pioneer of modern medicine and particularly of chemotherapy. The Bernouli family of Basel produced a whole dynasty of mathematical geniuses such as Jacob I who discovered the calculation of probabilities; Johann, who helped discover infinitesmal calculus; and Daniel, who founded mathematical physics. Leonard Euler is not only one of the greatest mathematicians but made far-reaching discoveries in optics, mechanics, and navigation.

In the present century, Professor Carl Gustav Jung made considerable contributions to general psychology. Henri Dunant, founder of the International Red Cross, was the first of nineteen Swiss to receive the Nobel Prize. Other recipients include Theodor Kocher, whose research on goiters saved thousands of individuals from cretinism; Wolfgang Pauli, who discovered the principle of exclusion of quantum mechanics; and Albert Einstein, who developed the theory of relativity (Born a German, he had become a citizen of Switzerland in 1900.).

Transportation

The Swiss railway network is fully electrified and carries the densest traffic in Europe. Most of the network, which covers more than 3,500 miles, is owned and run by the state-operated Swiss Federal Railways. Visitors can obtain holiday tickets at a reduced rate covering all their transportation needs during their stay.

Some four hundred cog railways, funicular railways, and aerial cableways, and over 1200 ski lifts provide rapid and comfortable access to the mountain heights.

An extensive system of roads is being adapted to the steadily growing needs of European traffic by the creation of adequate freeways. In the cities, there is public transportation by buses, street cars, and trolley buses. An Alpine postal bus service takes travelers through the principal mountain roads and passes.

In summer, more than 100 ships sail on many of the Swiss lakes and certain stretches of the Rhine River. Evening trips with music and dancing are particularly popular. The city of Basel has one of the greatest inland river ports in Europe.

Direct air services operated by Swissair and fifty-two foreign companies links up seventy-nine cities on all five continents with the Swiss airports of Zurich, Geneva and Basel. There are also forty-three airfields for tourist air traffic in Switzerland; most of them organize flights over the Alps.

Recreation and sports

The Swiss are very sports-minded. A variety of recreational activities are facilitated by the small size of the country and its efficient transportation system which brings lakes and mountains within easy reach of those who have no vehicles of their own.

One of every three Swiss is a skier. There are more than one hundred ski schools with about three thousand instructors. More than 1500 mountain railways and ski lifts give rapid access to ski slopes. Cross-country skiing is also popular.

Mountain climbing is the traditional summer sport in Switzerland. For serious climbers, the forty-seven peaks over 13,000 feet present a challenge. Less experienced mountain walkers take their choice from a variety of marked paths.

Skating, curling, and ice hockey are enjoyed on ice rinks, some of which remain open through the summer. Sailing is popular on many Swiss lakes from early spring through November. Swimming and canoeing are popular water sports. Soccer, gymnastics, cycling, tennis, and target shooting meet with much public interest.

Vita Parcours, exercise courses, are part of a national emphasis on physical fitness. Each course has twenty stations for specific exercises, over a distance of one or two miles.

The Swiss is a "joiner," and there are numerous clubs and societies, some of which play an important part in the country's political life.

The arts

Art in Switzerland reflects the national traditions. It was not produced for royal courts but as part of the everyday life of the people. It has been enriched by French, Italian, and German cultural influences.

Cathedrals, churches, castles, and monasteries of the Romanesque, Gothic, Renaissance and Baroque periods are architectural jewels. Swiss works of art are found in places of worship, city halls, and town houses. Many treasures of folklore and popular art are accessible to everyone in local museums and libraries.

Many towns have symphony orchestras and municipal theaters. In the summer musicians and music lovers come from all over the world to the music festivals, like the International Music Festival in Lucerne.

The Swiss are a literary people. In relation to their populations, Zurich, Bern, Lausanne, and Geneve have more bookstores than any other big cities in the world.

Diet

Willingness to assimilate has produced Switzerland's international cuisine, but native Swiss cooking also appears in fine restaurants alongside a French *coq au vin* an Austrian *schnitzel*, and an Italian *cannelloni*. Switzerland is mountainous and limited in natural foodstuffs, but the Swiss use what they have to the best advantage. Their cattle provide the milk from which the famous Swiss cheeses are made, as well as cured meats and sausages.

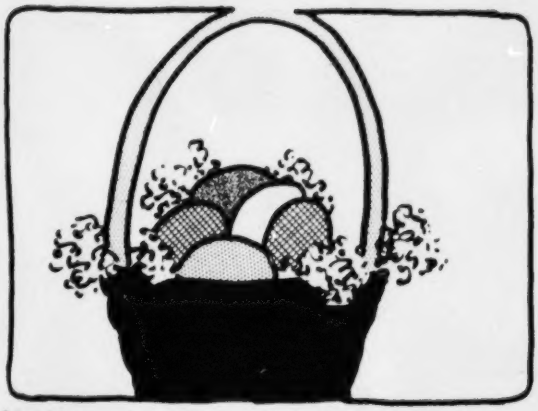
The thrifty Swiss, mountaineers and city dwellers alike, are used to plain, hearty food: heavy and filling soups, cheese dishes, vegetables, sausages, and a wide variety of breads, cakes, fruit tarts and desserts, for the most part bakery-made. Tourism, an important part of Switzerland's economy, has encouraged the development of a refined and international cuisine in fine restaurants throughout the country.

Holidays

Principal holidays are New Year's Day, Easter, Mother's Day, Swiss Independence Day (August 1), Federal Day of Atonement and Prayer (similar to Thanksgiving: third Sunday in September), and Christmas. Various religious holidays occur around Easter and Christmas at which time businesses are closed.

Many local and national events serve as reminders of the past. They range from century-old ceremonies commemorating national victories to popular pageants and processions. For example, each wine-growing area has its vintage festival in autumn. A picturesque carnival is held in Basel, Zurich hails the arrival of spring with a colorful historic pageant. At Neuchatel, an ancient tradition of cross bow marksmanship is maintained, thanks to the "Noble Company of Musketeers." And during a religious celebration in a high valley of the Valais, "God's Grenadiers" parade in traditional uniforms and shoot a round of muskets. In early summer, yodeling cowherds in traditional costumes move their flocks to higher summer pastures.

The national holiday is celebrated on the first of August by the ringing of bells and the



lighting of bonfires on the highest summits at dusk, by processions of children and adults bearing brightly colored paper lanterns, and by commemorative speeches and songs.

Religious celebrations in Switzerland are similar to those of other Western European nations. Apart from Easter, Christmas is the principal festivity. In the German-speaking regions of the country, the traditional American role of Santa Claus is generally taken over by the Christchild who is supposed to bring both the presents and the Christmas tree itself on Christmas Eve. So the tree may be kept hidden. St. Nicolas (Santa Claus) is feted in some regions of Switzerland on December 6, and he has a donkey instead of reindeer; or he may ride a horse and be dressed in the robes of a Catholic priest.

Although still in everyday use in a few areas, the colorful Swiss national costumes are worn mainly on Sundays and festive occasions.

A people to get to know

As you anticipate in experience with a German-speaking culture, you no doubt expect certain communication problems. The mistake most of us make is to assume that our problems in communication stem only from language differences and that the problems can be resolved by appropriate language training.

However, verbal communication is only a portion of the total communicative process. Non-verbal cues, which are often too subtle even to be conscious, often communicate far more than words. So, considering communication in a broader sense, the difficulty is not limited to a verbal language barrier. Communication involves ideas, images, and symbolic meaning. Communication problems arise when the life experiences and cultures of the communicators are not the same.

While in Europe you will be tempted at times to wonder about the "strange foreigners" around you. At these times it would be good to remind yourself that the Europeans are just reflecting their culture and that in fact you are the "foreigner"--the one who is different.

A wide variety of cultures exist in the area of the world known to us as Europe. Though these cultures differ drastically in many ways, the people of these lands share some general attitudes which are the bases of thought and action of the German-speaking people. The following comparison contrasts these differing points of view. There follows a further character description of the individual peoples of Austria, Germany, and German-speaking Switzerland.

Americans...

...delight in being occupied.

...believe in making a living; believe in "business before pleasure."

...are accustomed to constant change, new programs, new schedules.

...feel it important to be popular; admire movie stars and athletes.

...admire practicality.

...value youth and a youthful appearance.

...believe in sharing thoughts, feelings, and possessions almost immediately upon acquaintance; have a ready smile and a "glad handshake."

...pursue happiness.

...consider formality and protocol pompous and arrogant; are frequently seen in public in casual (even sloppy) dress.

...readily accept a trial and error approach to new ideas.

...think that a good job can be done rapidly.

Europeans...

...prefer contemplation.

...believe in living; will close the store and go on vacation.

...desire stability; frequent change bothers them.

...value being respected; admire professors (and soccer players).

...admire thinking.

...wear grey hair with dignity.

...are more careful and deliberate in their choices of whom they should trust, love, or share with; are more reserved and concerned with maintaining a private sphere; are more hesitant about stepping into another's private world, entering only after having been invited to do so.

...are content with good health.

...wear their best clothes to the theater, and even in informal situations their dress and actions are much less casual than the American is accustomed to.

...want to investigate to see if a new idea is better than the old way before changing.

...feel that a good job is a slow, thorough one; careful thought and long training go into anything that is efficient, worthwhile, and respectable.

The Austrians

The blend of the traits of many ethnic groups and nationalities led Hans Weigel, an Austrian writer, to say of his countrymen:

> They are quarrelsome pacifists, eastern Westerners, self-confident people of little faith, deeply sad masters of the art of living, conservative revolutionaries, western Easterners, sloppy pedants, industrious lazybones, faithful skeptics, and barbarious refined people.

Yet with all their regional, ethnic, and national mixtures of traits, the Austrians still have a definite national character that belongs to them alone.

To the Austrians, it is important for life to be as comfortable and pleasant as possible. This involves good food, good music, good companions, and pleasant conversation. It also involves good food, good music, good companions, and pleasant conversation. It also involves a strong element of good manners as a kind of "social glue" to maintain things in the tradition of graciousness.

Austrians make room for the seemingly unimportant and little things in life. For example, Viennese love to spend time in the coffeehouses where they share the news of the day, read the paper, meet friends, and play cards. There is a cozy atmosphere which the Austrians love.

An American may find Austrian manners somewhat more formal than he is used to, but they do not imply stiffness or standoffishness--they are simply the way that everyone acts naturally. This kind of politeness is simply the Austrian way of indicating consideration and respect for another person. For example, in an American store, you would not be insulting the proprietor or salespeople if you didn't say "Hello" or "Good morning" as you went into the store--but in Austria a greeting like this is traditional. It shows that you know that person is there--he is not just part of the store furniture.

The Germans

To some, the German seems slow, but he is enduring, tough and shows a high degree of activity. Strikes are so rare in German industry that they make headlines in foreign newspapers when they occur. After World War II, German workers returned to their factories and cleaned up the rubble without and instruction.

While other nations have had many violent revolutions, Germany has never had one that could be so classified. The German is not so much the initiator, the stimulator, or the rebel as he is the developer and gatherer. His talent for abstract thinking produces lively exchanges of opinions whenever Germans get together to discuss such topics as education or politics.

Some view the German *Sehnsucht* (longing) as typical of German "sentimentality." The German views his feelings of nomesickenss, yearning, and even depressive moods as signs of warmth, depth, and sincerity.

The German is very often marked as being aloof because he prefers to remain distant until he chooses to become involved.

Because of their serious approach to work and life, Germans often feel the need of forcing themselves to relax and forget their cares. Because of his deeply rooted sense of organization, the German concientiously assumes the role of a professional man, a family father, a knowledgeable man of the world. His private identity very often suffers and finds no outlet. When the opportunity comes, however, he loves to be boisterous and takes full advantage of time to relax. At a party he feels *gemütlich* (at home) and is amazed when others of a different opinion will not join him. At such times, he likes to *einhaken* (link arms with neighbors and swing sideways), sing loudly, and drink vast amounts of liquor.

Germans like to take long walks and also seek relaxation by thinking and brooding. They dream of the coming vacation, or of a better future. Young and old are equally engaged in lengthy discussions about the misery of present ills in politics, the community, and family life.

The mass media does not just entertain--it is always challenging. A look at the movie theaters, bookstores, and television programs will reveal how serious-minded Germans really are, always problems to solve, challenges to meet, riddles to solve. There is little room for complacency.

The intellectual German tends to be abstract which leads him to indefinite and vague conclusions. It is not as important to a German to know how an impression stimulates the senses as it is for him to know what these impressions mean.

Germans are fascinated by the foreign. They love to see far-away countries and are attracted to the exotic. (The zoos and circuses are always very well attended.) They love to venture out of their own country but also yearn to come back. For the German there is no place like *Heimat* (home); all his emotional and sentimental feelings are attached to it.

The German is very dissatisfied with his own imperfections and strives to erase any deficiencies. The struggle for self-improvement is a definite character trait of a German. To him the ideal person cultivates and strives for a rich inner life.

Though Austrians are "Germanic" peoples and have much in common with Germans, their views contrast considerably with those of Germans in several ways.

The Swiss

The Swiss, there is no getting away from it, are outrageous people and the rest of humanity feels deep resentment towards them. They have not been involved in wars for over a century, they have no outlet to the sea, founded no empires, and still are a prosperous and rich people. The Swiss franc has the arrogance of being a much better currency than the pound sterling or indeed the dollar. Then, to add insult to injury, the Swiss have helped their neighbors and the rest of humanity in all possible ways (Red Cross, Pestalozzi schools for orphans, and reformers). That is why they are called dull, unintelligent, uninteresting, a nation of waiters, etc. The truth is that they have behaved like civilized people in a lunatic world and that cannot be easily forgotten.

Thus the British humorist, George Mikes, summed up some of the specific virtues of the Swiss.

It is hard to define a "national character" of a country with four official language groups. The Swiss thrive on individual, community, and regional differences, but concerning the honor, prestige, or reputation of their country, they are united solemnly. They demonstrate that there can be unity in diversity.

Every Swiss shares the passionate love of independence of a people who won their freedom after many centuries of foreign oppression, bloody contention, civil and religious conflict. When Switzerland was founded some 700 years ago, each family and each community had to struggle to sur-

vive. This passed on to later generations a tendency toward stubborn tenacity and standing alone.

The Swiss are a sober, honest people with a penchant for thrift, a spirit of self-reliance, and (like the Germans and Austrians) a certain aloofness and formality. They have been accused of being too complacent, conservative, and traditional, of discouraging intellectual adventure and impulsive creativity. But it should be noted that Switzerland has brought forth some of the most revolutionary minds and most fervent religious reformers in the world.

The Swiss oppose pretension and display and believe that industry, diligence, and thrift are qualities to which mankind should aspire. "Capable, sensible, and not too sentimental" also describes the Swiss character.

A general love of quality is evident on all levels from the humblest hut to the most deluxe hotel. The Swiss have a deep contempt for the shoddy. Poor workmanship is considered a disgrace. This national trait is reflected in the high standards of Swiss craftsmanship.

Their proverbial thoroughness is exemplified by an anecdote which describes how an American firm produced the thinnest wire imaginable and proudly sent a sample of it to its Swiss partner, who congratulated the Americans on their accomplishment, adding that they were able to pierce a small hole through it.

Although the Swiss are aware of problems within their own country and can be quite critical of these conditions, a recent international opinion survey revealed that nearly 80 percent of the Swiss questioned were content with their lives and with their country. A certain kind of "communal conscience" unites the Swiss in their appreciation of the beauty of nature and their refusal to tolerate any kind of eyesores (junkyards, slums, etc.). They appreciate and cherish the beauty of their native land.

Intercultural communicating

In every culture certain feelings or assumptions influence how members of that culture act and determine what value they place on certain things and ideas. Descriptions of these ways of thinking, reactions, likes and dislikes, are here called *themes*.

Themes are a way of discussing a culture by using examples of behavior and attitudes. For example, Americans seem to consider it an extremely admirable trait to do well in business and become wealthy. This theme is illustrated by the fact that in the United States the wealthy men of the community are treated with great respect. On the other hand, the Asian cultures believe that the most desirable trait is wisdom.

Knowing the characteristic assumptions of the culture makes it possible to predict how the members of that culture will act in situations that involve the theme.

For instance, Europeans are punctual for appointments. They believe that promptness is very important and that tardiness is a symptom of indifference and inefficiency. In the United States this is also true in business relationships. In addition, a rapid pace of living makes the North American time-conscious. A Latin American, whose concept of time is more casual, may be confused by the North American who always seems to be in a hurry, who expects others to be on time for appointments, and who apologizes for being a couple of minutes late.

A special exercise is used to illustrate these themes. First, a situation is presented in which a person like you is in a position that could prove frustrating or embarrassing to all involved. Inherent in each situation is an underlying way of thinking or doing (a theme) that is part of the culture of the German-speaking European. As you read each incident, identify the theme. Try to imagine the other circumstances in which it might occur.

Next, the theme will be discussed as it relates to cultural concerns. Finally, another situation and variety of possible reactions will be described. Using what you have learned from your study, you are to choose one reaction. The various alternatives are then discussed.

Several significant general cultural themes common to Austria, Germany and Switzerland have been chosen. As you understand and apply these principles of communication, you will adjust to other similar situations more easily. The themes to be discussed are:

"IT'S WHAT TIME?": CONCEPT OF TIME

"MORE INFORMATION, PLEASE": KNOWLEDGE AND EFFICIENCY

"THE COLD SHOULDER": FORMALITY AND RESPECT

"MIND YOUR OWN BUSINESS": INDIVIDUALISM AND PRIDE

OTHER CULTURAL THEMES: BLUNTNESS, CULTURAL HERITAGE, TRADITIONALISM, DETERMINATION, IDEALISM

Theme I
It's what time?

Mr. Clark's plane was late landing in Munich. He wondered if he would make it to his meeting on time. He had spent the week in several European countries making advance arrangements for a touring American symphony orchestra. Munich was the site of the next performance, and Clark was pressed for time.

When he picked up his baggage, he asked the porter the correct time. Clark thought he understood German well enough, but the man's answer confused him: "It's 19 o'clock and 13 minutes." He was going to ask for a clarification when he felt an arm on his sleeve.

"Mr. Clark, I'm Mr. Braun. I'll be helping you with the arrangements for the Munich performance."

The two men shook hands. "If you have all your things, we'd better be on our way," said Braun.

As they left the building, Clark remembered his former confusion. "Say, what time is it anyway?" he asked.

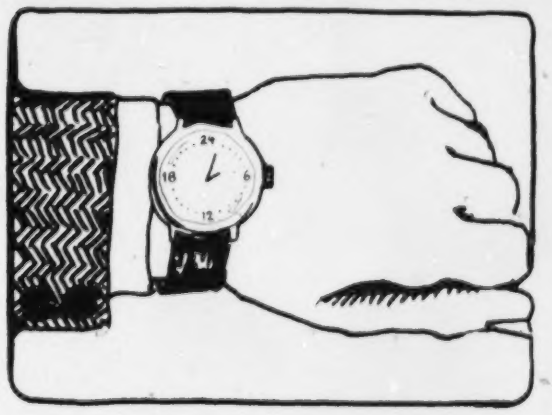
"Why, it's 21 minutes after 7 o'clock."

Their small car moved smoothly down the crowded streets. They were forced to slow down when a slow-moving hay truck stalled traffic.

"Can't we go any faster?" Clark asked impatiently. "We'll never make it on time."

"I'm afraid we'll have to wait until the truck turns off the main street," said Braun. "But don't worry. There's still time."

"Are you sure? I still have to fly to Rome later tonight. Thank goodness for jets," Clark exclaimed, as he drummed his fingers nervously. "What you folks need here is a freeway right through town. Yep, that would speed things up."



Concept of time

During his brief stop in Germany, Mr. Clark's American cultural attitudes have conflicted in several ways with the point of view of his German-speaking friend.

He was first confused when he was told it was 19:13 o'clock. For the announcement of meetings and other schedules, Austria, Germany and Switzerland use the military system of telling time which is based on a twenty-four hour clock. When the clock reaches twelve noon, it goes on to thirteen instead of back to one, and so on. Thus, if the sign says that the circus will start at 20 o'clock, you will know that it starts at 8:00 p.m. Of course, anything up to twelve noon is the same (9:00 is 9:00 a.m.), and in private conversation the usual twelve-hour reference is used (e.g. "I'll pick you up at 8:00 tonight.").

Until you get used to the system, you can subtract twelve from the time, and it will give you the time in our twelve-hour system:

16:00	22:00
-12	-12
4:00 p.m.	10:00 p.m.

Austrians, Germans and Swiss operate at a slower pace than Americans. They do not believe in rushing things and feel that a thorough job can only be accomplished with time. American businesses pride themselves on doing fast jobs. In these German-speaking countries it is quite uncommon to see any type of business, except perhaps an eating place, that would deal with fast service. Such businesses might even be mistrusted. In Europe there are also some technical limitations which restrict the speed at which a job can be done satisfactorily.

Right on time, neither too early nor too late. That's the Germanic attitude toward time. The German-speaking people tend to be extremely punctual for all appointments, but social and business. Punctuality expresses respect and politeness, and it would be extremely rude to waste someone's time by being late.

Though technology is becoming more widespread in Europe, and though it is possible for business executives to travel long distances in a short time, the majority of the people prefer not to participate in this fast pace. A smaller percentage of people own cars than is common in the United States. Few can afford air travel; it is also not practical because of the short distances between countries.

Many Europeans would not consider a weekend

as vacation time. Vacation for them consists of two weeks or more when one has time to relax and get away from it all. They want to really take time and enjoy a vacation. There is a tendency among Europeans to look down on American "whirlwind tours" which feature running from one scenic spot to the next, being in and out of the bus, and seeing Europe in ten days. Europeans are amused and sometimes annoyed because Americans, to their way of thinking, do not take time to enjoy things.

Time to test yourself

Visiting in Switzerland, you take a suit to the cleaners. You are told it will be ready "about Friday." You return to the dry cleaners Friday only to be told the suit is not yet finished. The clerk asks you to return Monday. What do you do?

1. Let the clerk know very definitely that you are displeased. Act angry and upset and insist it be ready for you Monday, or else....
2. Tell him you know dry cleaning doesn't take that long because of your experience in the United States. Ask if there is another cleaner in town who can get it done for you more quickly.
3. Return Monday.

NOTE REASONS FOR THE RESPONSE YOU SELECTED. SEE BELOW FOR ANSWERS.

1. This reaction probably won't get your suit finished any sooner. Besides that, a European would be very offended by your outspoken, discourteous manner.
2. Unless you are dealing with a hotel or dry cleaners who caters to foreign visitors and who specializes in quick work, it is unlikely that a cleaners elsewhere will give you any faster service.
3. Resign yourself to the slower-paced (though well-done) work of Germanic Europe. With a little advanced planning you can avoid being inconvenienced too much by such things in the future.

Theme II

More information , please

Mr. Platt, an efficiency expert, had been asked to present a workshop discussing the steps necessary to implement a new program in a company in Vienna. The research and proven steps outlining his basic formula had been effectively applied by some American companies.

As soon as Platt began his presentation of the basic steps, he was confronted with several questions. One man wanted to know the information gathered which led to the second step and the basic deductions hypothesized to formulate the given conclusion. Others asked for a great deal more detail about each step. Platt began to wonder if he would ever be able to finish introducing the basic steps he had outlined for their use.

He had left most of his material and data information in the United States, thinking that he only needed to explain and demonstrate his method. But he found that the Austrians were reluctant to accept his conclusions and suggestions as factual. "What did the Austrians offer to this field?" they asked. "Have you read what they wrote? Does it coincide with American thinking?"

As the meeting ended, Platt felt he had accomplished little. Though he presented a great deal of information, he wondered if the Austrians would ever implement even the basic steps.

Knowledge and efficiency

The average German-speaking European has an insatiable desire for knowledge and intelligence is his most valuable asset. He is dissatisfied with present conditions and seeks to better them. Superficial knowledge is not enough. He investigates all possibilities and tries to cover all there is to know.

Austrians, Germans, and German-speaking Swiss are much more concerned with matters of the mind than with practicalities. While Americans praise the practical aspects of life, the German-speaking people of Europe are concerned with the knowledge to be gained in scientific ways.

Europe is still a continent in which the things of the mind have an automatic prestige, and those who deal with ideas are taken seriously. Not infrequently, intellectual leaders are called upon to fill high government posts. People put much trust in men who seem to know a lot. To show ignorance and to be ignorant is disgraceful. To aware, to have an opinion, and to be able to discuss issues is highly favored. For this reason quiz shows, puzzles, and question games are popular entertainment.

Everyone is concerned with the acquisition of knowledge. A good universal education is highly valued. The European school system is geared to sift out the most intelligent. When the school system in Europe proves to be very difficult for the students, the system is not failing, as Americans might think, but rather it is succeeding in the European way of thinking because only the elite should reach the top. The people who do not have a chance to reach the very top often feel deprived and try to achieve distinction in other ways.

To produce anything solid requires time and thorough work. Therefore, Austrians, Germans, and Swiss are slow to make changes. New ideas and programs are generally not readily accepted. Of course, many progressive ideas have been implemented in industry as new methods have been proven workable.

It is not only important that one has excellent knowledge in his professional field. A refined person also knows about other things such as languages, the arts, and sciences; he should be acquainted with social graces and speak and spell correctly.

Time to test yourself

You are presenting a series of lectures for a university. While conducting an open discussion, several people ask questions concerning your topic. You are uncertain of the answers but are certain you can find the answers in reference texts with which you are acquainted. What should you do?

1. Ask one of your colleagues for some quick assistance.
2. Keep talking and explain what another professor or researcher once wrote concerning this point.
3. Apologize and explain that you are not certain of the answer but that you know where to find it. Tell them you will find the answer at your earliest opportunity and relate it to them.

NOTE REASONS FOR THE RESPONSE YOU SELECTED. SEE BELOW FOR ANSWERS.

1. Fine, if someone knowledgeable is near hand. But what if such assistance is not readily available?
2. These people don't want to hear others' opinions, but factual information.
3. This is the best alternative. Germanic Europeans do not like to be led on. If you don't know, tell them so. But find out the answer as quickly as possible and help them with their questions.

Theme III
The cold shoulder

At a conference with representatives from throughout the world, Mr Williams found himself surrounded by many Germans. Mr. Meier, his host for the afternoon, showed him around the historic building which for centuries had been the meeting place of many influential men. Williams was touched by the history of the building and felt honored to be able to take part in the conference there.

He noticed the Germans and how busily they conducted themselves. They seemed to march briskly along. Their business appeared serious and grave for he noticed very few smiles, but many handshakes.

"My," he thought, "they certainly take their business seriously. I wonder if they are a happy people."

Mr. Meier directed him to a man who was approaching. "Mr. Williams, it is a pleasure to introduce you to Dr. Schultz, director of the conference."

"I'm very happy to meet you, Mr. Schultz. I was just admiring our surroundings and commenting to myself that it is indeed a privilege for me to meet in such a historic building," said Williams with enthusiasm and a friendly smile.

Dr. Schultz shook his hand graciously but gravely. "Mr. Williams I hope you enjoy your stay in our country," he said and briskly walked away.

Williams felt a little confused and dismayed by such curtness. He wondered what he had done to cause Dr. Schultz to leave so abruptly. Had he mispronounced his name? Did he make a wrong gesture?

Formality and respect

Mr. Williams did not know a few cultural principles that would have saved him from an awkward situation.

The Germans seemed stiff and formal to him. To an American, a smile is an expression of good will and friendly feelings to both casual and well-known acquaintances. In German-speaking Europe, however, a smile is a sign of affection between very close friends. These people are not being unfriendly when they don't smile; they merely express their feelings in a different way--with a handshake.

You will find that people shake hands much more in Germanic Europe than Americans do--always when being introduced to someone, usually when meeting friends after a long absence. Students who meet in school every day may not shake hands each time they meet, but when they meet a teacher or professor they do shake hands with him, even if they have just left his class. Unlike Americans, European women and girls usually shake hands when they meet, too.

German-speakers also keep their responses to people within a close range. An informal greeting from half a block or further away is too distant for them. They will greet one another within a few yards, and then say hello or stop to shake hands.

In general, though they are not aggressively friendly, German-speaking Europeans welcome American visitors. They are courteous, hospitable, and polite--but they keep their customary social manners. They would think it was ill-mannered to be as relaxed and casual with strangers as Americans are. So their behavior at first may seem reserved or even cool--but it is just not natural for them to be informal until they know a person better.

Americans ask questions of a new acquaintance about family, background, and work, to get to know a person better. The American is not usually offended by such personal questions. To Germans, Austrians, and Swiss, however, questions of this nature are not necessarily seen as friendly; they may be considered an invasion of privacy.

Don't ask personal questions about work and family of someone you have just met. Even "How are you?" is too personal and will give offense since a person may feel it is none of your business. He will enjoy explaining about his country and things about him, so this is a safe subject. Be cautions, also, in introducing yourself or in asking another person's first name. You may properly ask small children their names and how they are.

Americans often remember to use their good manners in "social" situations but forget them in everyday dealings. In the central European countries, good manners are a necessity for everyone no matter what his background. Children are taught how to behave and are expected to be mannerly.

The people of Austria, Germany, and Switzerland maintain their formality in other ways. One is by the form of language used to address others. Most European languages, including German, have a formal and informal level of speech. A German-speaker will use the formal type of speech with all but very close friends.

Fences around houses, curtains in the windows, and locked doors reflect the basic desire for privacy. Neighbors can live next door to each other for years without becoming close friends. They are hesitant about interfering in the private affairs of another person.

Europeans generally dress more normally and conservatively. The businessmen prefer a blue or dark grey suit rather than slacks and a sport coat. Less conservative colors and styles are becoming very fashionable, however, particularly among the young.

Throughout the traditional manners and behavior in all the German-speaking countries runs the idea of consideration and courtesy for others. Two of the most important words to know, even if you speak only a little German, are *Bitte* and *Danke* (Please and Thank you). You can--and should--use these words in practically every situation.

The German-speaking people are proud of their educational accomplishments. Anyone with a degree such as a Ph.D. should be addressed as "Doctor," or if they have any title it should be used.

Punctualtiy is one trait that is very definitely polite in German-speaking countries. Meetings begin promptly, and this courtesy is also expected in social situations. (See Theme I.) Special courtesies are extended to the hosts when invited to a home.

The people of these lands will realize you are from another culture and will not expect you to know about all their customs, but politeness will be recognized and appreciated in every situation.

Time to test yourself

Mr. Smith, a special guest from the United States, is speaking before a large audience. The people seem to appreciate the speakers who precede him. As he stands to speak, Smith wants to convey his friendly feelings to the audience and put them at ease.

Assuming a somewhat casual stance with one hand in his pocket and the other grasping the podium, he tells a lightly humorous story which he has told many times to other audiences. Previously his audiences seemed to appreciate the humor, and it served to relax them and gain their attention before he continued in the more serious treatment of his subject. This time, however, he is met with strained silence as his translator conveys his message to the group.

Shifting uneasily in front of the silent assembly, Smith continues with his speech, wondering what he has done or said wrong to create such a reaction.

What did he do?

1. His translator is most likely not giving an accurate translation of his joke.
2. He did not look at the audience directly while talking to them but gazed at the podium or ceiling.
3. He did nothing wrong. It just seemed to him as if the people were displeased. Their silence was really their way of expressing their enjoyment.
4. His casual pose and light remarks seemed disrespectful.

NOTE REASONS FOR THE RESPONSE YOU SELECTED. SEE NEXT PAGE FOR ANSWERS.

1. This is possible since humor does not translate across cultures. But this is not Mr. Smith's major problem.

2. This is another possible reason. To German-speaking Europeans, undivided attention is indicated by eye contact. But, again, this is most likely not the cause of Mr. Smith's communication problems.

3. Wrong. They looked upset, and they were.

4. This is the principal reason for the cool reception Mr. Smith received. His casual attitude (especially the hand in the pocket) produced a reaction exactly opposite from that that he had expected. Instead of putting the people at ease, they felt uneasy seeing Smith in a pose which to them denoted disrespect. The disrespect seemed even greater to them because Mr. Smith was speaking about a serious topic, and because he was considered an authority on the subject.

FURTHER NOTES ON RESPECT:

The German-speaking people feel that great respect should be shown in public meetings. And it is disrespectful to greet even a friend on the street with your hand in your pocket.

Another problem occurred when Mr. Smith tried to be humorous. Jokes or humor are seen as being out of place in such a setting; all thought on the light side should be reserved for less formal occasions.

The Germanic concept of respect also extends into interpersonal relations. Other people's opinions are highly respected and full attention is given to a person who is speaking. Americans emphasize the likability and personableness of people with whom they interact. The better they know a person, the more relaxed and casual they are around them. German-speakers build their bonds on greater respect rather than greater casualness

Theme IV
Mind your own business

Mrs. Jones has been sent to Germany to speak to a women's aid group. She meets with the women in the various sections of this organization and in her presentation points out how to keep an efficient household. She suggests shopping once a week and points out a variety of practical ways to save time and effort.

She senses resentment on the part of her listeners during her presentation. The situation becomes worse after the presentation as Mrs. Jones tries to hand out information sheets and the women won't come up to collect them. Instead they head for the door, some of them talking to each other in what seems to be an upset tone of voice.

"I wonder why?" Mrs. Jones asked herself.

Individualism and pride

As mentioned previously, when a person has been awarded a Ph.D., he is proud to add these initials to his name because it distinguishes him from the rest of the crowd. In some conservative areas a man's title may even be used to address his wife: e.g. Frau Bürgermeister (Mrs. Mayor), Frau Professor (Mrs. Professor).

You will also find that these people are always eager to volunteer their opinions. In a conversation with a German-speaker, you will probably notice that he has opinions about everything and is anxious to express them. He never lacks an answer. To us he may appear to be a show-off, but it is his way of gaining respect and fulfilling the need to be considered an important person.

To a German-speaking woman, the subject of keeping house is a sensitive one. The housewives in Europe take great pride and care in their household chores. They have learned through the years how to best run their homes, and they resent being told how to do things more efficiently or more economically.

Mrs. Jones did not mean to offend by offering what she considered helpful information, but she certainly was ignorant of the fact that the Austrians, Germans, and Swiss are very proud and have a hard time accepting new ideas on any subject from an outside source.

In this case, they were also annoyed because the information was not relevant to their way of life. For example, to shop only once a week is certainly more economical, but most European housewives do not have the storage room available to their American counterparts. They go shopping every two or three days (for some foods every day). Being practical differs from country to country.

Don't be surprised if you get a negative reaction when you only mean to be of assistance. These people like to think that they do not need help from others, especially Americans. They feel that they can manage well by themselves. Volunteered help may be rejected, as they feel that such help puts them in an inferior position and makes them dependent. This is especially true of Austria and Germany, both of which have sufferend the effects of two world wars.

To be an "individual" in Europe, one associates with clubs or groups of people with whom one shares the same ideas. Individualists do not conform to society or trends and fads of the world but rather follow their own ideas. They often are the ones who create new patterns. Society does not place such a great emphasis on the idea of "keeping up with the Joneses," so it is easier for the people to remain individuals and be regarded as such.

Individualism in German-speaking Europe usually is connected with intellectualism. Artists, authors, actors, singers, and philosophers are considered individualists. They emerge from the crowd, find their own way of thinking and living, and very often have their own standards. Since Europeans are so intrigued by the intellect and have a desire for individualism, they look up to those who seem to have achieved it.

In Austria, Germany, and Switzerland, individualism is expressed through a good education, through titles, and through social connections. In former decades the uniform covered with medals, and a title made a great impression on everyone. Now education and titles, and, to a lesser degree, wealth and fame, bring attention to the individual.

Time to test yourself

You are on the board of an international firm. You are going to Switzerland to present a new program. You and the other board members traveling with you felt a great enthusiasm for the program and presented it with the same enthusiasm to the Swiss businessmen. The response to the presentation seemed to be quite poor. In fact, you and the others considered your reception rather cold. What do you do?

1. Realize that you are in a different culture and that people will respond to your presentation in a different way. Don't do anything. Just keep bulldozing right along and hope this is their way of expressing enthusiasm.

2. Ignoring their doubts, call the leaders in the highest positions aside. Confront them with the problem and tell them that if they don't comply you are sure others will be found who are more willing to support the executive decisions of the firm.

3. Express your confidence in the program and in the people. Tell them of the success experienced in the United States and how readily the Americans accepted the change. Express your confidence in their success if they are willing to work to make the program effective in their businesses in the same way.

4. Before the meeting, explain the entire program to local leaders and gain their support and enthusiasm. Have one of them present the program to the main body, personally endorse it, and explain how he plans to implement the program in his business organization.

NOTE REASONS FOR THE RESPONSE YOU SELECTED. SEE BELOW FOR ANSWERS.

1. Bulldozing ahead won't help them accept the new program. They will resent your approach. Remember, German-speaking Europeans are the same as Americans when it comes to their response to something new. Cold, stony facial expressions mean that they are showing their disapproval just as such expressions would mean disapproval in the United States. If they are willing to accept something new, you will feel their genuine warmth.

2. Scare tactics will not work.

3. Germans, Austrians, and Swiss feel that they are in competition with the United States. Telling them of the American success and adaptation to change will only offend their pride and make them resentful toward you and the United States.

4. This is the suitable alternative. German-speakers will more readily accept new programs if presented by their own people; they can feel pride in the work of their own leaders and the program if it is introduced in this manner.

   However, some people take great interest in listening to a presentation by a foreign colleague. They may be equally responsive to a presentation by an American. His remarks could then be endorsed by a local leader.

Other cultural themes

Bluntness

German-speaking Europeans have a tendency to be rather outspoken and say what they think. It is common throughout these countries to hear comments which Americans would consider to be too frank and tactless. For example, if a woman were wearing something unusual and not quite fashionable, a friend greeting her may frankly comment on the odd costume. Americans consider this type of comment rude, but Germans, Austrians, and Swiss consider it simple honesty.

They also feel very awkward about and are embarrassed by compliments. They are modest. Few compliments are given, and then only when someone has done a truly outstanding job. They do not give compliments, as do Americans, to merely encourage the person to continue working on a trait or talent or to help make someone feel better.

Cultural heritage

Europeans have a rich cultural background of which they are very proud. Many in Austria, Germany, and Switzerland strive to reform, to refine, and to ennoble their personalities. This is achieved, they feel, through a humanitarian, all-round education and by taking advantage of the many cultural opportunities offered, such as attending operas and concerts or visiting museums or art galleries.

Traditionalism

Austrians, Germans, and Swiss are very proud of their heritage and traditions. Besides family traditions, regional, state, and national customs also play important roles in their lives. They love beer parties, wine parties, song festivals, film festivals, folklore, and carnivals.

People look to the past in order to learn from it. They cling to it and are molded by it. Many European school systems follow a teaching pattern that was established centuries ago. People treasure the ancient buildings which are monuments of the past.

This attitude is evident in personal philosophies. "What was good enough for my parents is good enough for me." Clinging to traditions makes the people slow to accept new ideas.

The older generation stays very close to conservative ideas. Many older women wear dark colors--black, gray or brown. Most women use little or no make-up and wear simple hairdos. Many older people direct their thoughts to the past. They cling to their old habits and tell you that the world was in much better shape a few decades ago.

However, the youth of Europe now question the ways of their fathers. They have their own styles and stand in many ways in direct contrast to the ideas of their more conservative parents.

Where mother used to give her time to her husband, the children, and the kitchen, the younger woman often devotes her time to an outside job and gives less attention to the traditional female chores. She is more open-minded, aware, and internationally oriented. Among the young, marriage is not as much desired as is the sexual relationship. The marriageable age is older than in the United States--between twenty-four and thirty years of age.

The generation gap between young and old, conservative and liberal, seems to be much wider than in the United States. In America, the youth are encouraged to become independent, and they are less hindered by rigorous school systems or authoritarianism. In Europe, however, where the youth have grown up in a less child-oriented society, their rebellion seems much more serious.

Determination

Austrians, Germans, and Swiss share a sense of determination manifested by the value they place on setting goals and trying to accomplish them. It is almost an obligation to stick to the plans once voiced for fear of losing face or being called a failure or a "loud mouth." It is very much a Germanic character trait to maintain one's ground and fight, no matter how insurmountable the obstacles might seem.

All these peoples have developed a persistence to accomplish what they think is important in life. Vocational success, as well as success in school and life, is valued highly. Life is a battle because competition is usually high. Many people have been deprived of educational opportunities because of a lack of money or the wars. Since a good education is highly prized, many have returned to school again. There are many instances of people well advanced in years

who are seeking their degrees started or dreamed about years ago.

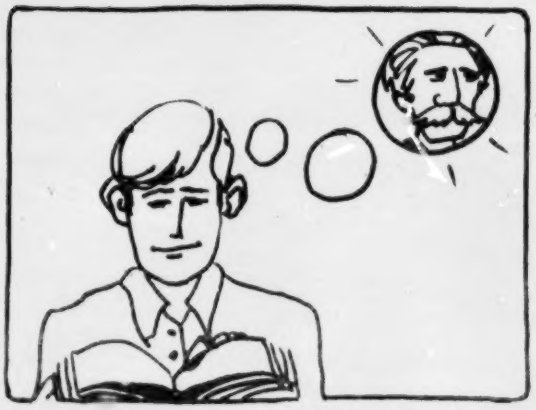
In general, people are expected to keep their promises and promise only that which they can keep.

Idealism

Austrians, Germans, and Swiss share a certain amount of idealism. People like Albert Schweitzer (physician in Africa), Jean-Henri Dunant (founder of the Red Cross), and Pestalozzi (provider of schools for orphans) are examples of this trait in their concern for making a better society and a more beautiful world.

Idealism is especially manifested among the youth. With their ideas of justice and equality, many look to socialism and Marxism to find a better world with more kindness and love. They sincerely believe that by changing people's thinking a new and better society will emerge.

The youth take a very real interest in the "Third World," the starving in India, the politically underprivileged in South America, and the war-torn nations in the Middle and Far East. The people give money for charity and help with volunteer work.



As a result of being caught up in the world of ideas, the people seem to be rather impractical, something not very desirable in American eyes. As a consequence, they are somewhat less progressive and materialistic than Americans.

When is a wave goodbye a wave goodbye?

As you prepare for your experience in German-speaking Europe, you may think that you can get along with hand signals and other gestures until you learn to speak the new language. Unfortunately, there are few facial expressions that mean exactly the same thing throughout the whole world. In some countries there are similarities to gestures and expressions used by Americans. However, most likely you will find your natural communication cues being misunderstood or misinterpreted.

Of course, Germans, Austrians, and Swiss are very tolerant of the *faux pas* of foreigners. Still, you are more likely to be accepted by the people of Germanic Europe if you conform to some of their more important customs:

Greetings

Shake hands when you meet someone and again upon leaving.

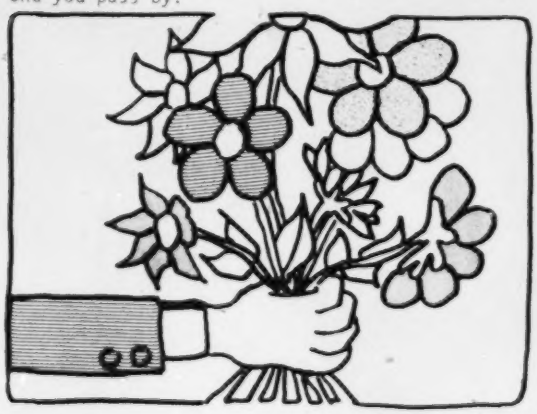
Say a greeting when you enter a room, and say goodbye when you leave (this includes stores and other business establishments,as well as social gatherings).

Do not introduce yourself to strangers. If you are an important person, people will already know who you are, and if you are not people may regard you as a snob. Wait until you are introduced.

Until invited to do so, do not address anyone by his first name except a very good friend or small child.

Avoid very personal questions. Even "How are you?" is very personal.

Since a smile means the sharing of innermost feelings, it is unwise to smile at everyone you pass by.



If you don't feel like talking to someone, it is acceptable to just pretend you don't see him.

Visiting

Bring flowers or some small gift such as chocolates when invited to a home for the first time for dinner or for a visit other than business. Ask in the flower shop what kind of flowers would be appropriate for the occasion. Take an odd number (3, 5, 7, etc.), which indicates that you don't want this visit to be the last. Be punctual--neither late nor early.

When visiting in someone's home, do not sit down before the hostess sits down or asks you to be seated. Likewise, if you have been invited to dinner, do not begin eating before the hostess does.

Do not talk about money, religion, or political points of view in a casual conversation. These topics are regarded as very personal matters and are usually not openly discussed.

Eating

The "continental style" of eating is used throughout Europe. Hold the fork in the left hand, except when eating salad or dessert; the spoon is used only for eating soup and can be held in the right hand. The knife is likewise held in the right hand.

Keep both hands on the table during the entire meal. Do not bite into a roll when it is served with a meal; cut it with a knife. If soup is served, it is acceptable to break a piece of the roll with the fingers. Potatoes, pancakes, most vegetables, and dumplings are cut with a fork, not with a knife. When finished with the meal, lay your knife and fork side by side on the plate. If they are on opposite sides of the plate, the hostess may assume you are not finished or are not satisfied with the meal.

Personal appearance

Do not be too casual in attire and behavior. Remember, the people value etiquette and formality.

It is important that men on the street have a dignified air. Men, especially those in suits, do not yell, eat, spit, litter, or walk on lawns.

General courtesies

Do not belittle the people, their countries, or governments. It is disturbing to any host nation to receive criticism from foreign visitors.

Do not tease; the people are not accustomed to it. They would consider it a personal insult.

It is considered extremely impolite to talk to someone while chewing gum or with something in the mouth.

When you enter a row of seats (in an auditorium or theater, for example), face the people as you pass them; do not turn your back to them.

It is polite for a gentleman to offer his seat to a lady or older gentleman when riding on a crowded bus or street car. This is not necessary if the lady is younger. A gentleman should walk on the lady's left, unless the street is especially busy and narrow; then he walks on the street side.

Be careful about promises you make. Germans, Austrians, and Swiss take things literally.

Do not compliment readily, but reserve your praise for when someone has done something outstanding. If you are too generous with compliments people will be embarrassed or might question your authority or sincerity.

Public fountains, unless very obviously drinking fountains, do not contain drinking water.

Gestures

Meaning...	Gesture...
To greet a person	Shake hands; men tip their hats and bow slightly.
To get a person's attention (waiter, cab driver)	Raise hand with index finger extended.
To "raise one's hand," in school (preadolescent)	Click fingers by flipping fingers of extended hands sideways (not snapping with thumb).
To greet a professor in a university classroom	Knock on desk with knuckles or stamp foot.
To wave goodbye	Wave fingers with palm up; never wave sideways; at a train station, use a handkerchief to wave goodbye.
To show displeasure or give a warning	Rotate hand in a short arc with thumb and index finger extended.
To swear an oath in court	Hold up right hand with thumb and first two fingers extended.
To wish a person good luck	Make a fist about shoulder height with thumb inside the fingers; usually accompanied by saying, *"Ich drücke dir den Daumen!"* or *"Drücken."*
To indicate "Quiet! Listen carefully!"	Place index finger over lips with fingernail facing forward.

Cultural notes

You are dressed in your "travel duds" and plan to buy a beautiful dirndl before you fly home. South exciting? It should be. However, if you are not familiar with European shopping procedures, you may find yourself lost in a maze of specialty stores and never locate one that sells dirndls.

There are many differences in German-speaking Europe. A glance through this section will help you plan your time and avoid harassment by "the little things. Some other general aspects of the cultures of Germany, Austria, and Switzerland are also discussed.

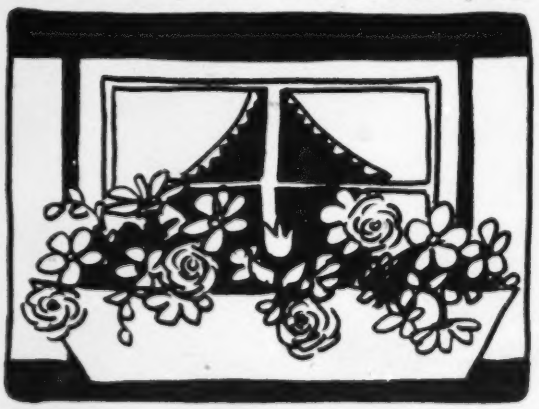
Housing and possessions

Most homes are constructed to house several families. In the larger cities large apartment buildings house twenty or more families. Many older buildings were built with an old method of construction in which the wooden beams were constructed as a frame and filled in with lath and plaster, leaving the wooden beams visible from the outside.

Many of the large apartment houses are equipped with an intercom system between the individual apartments and a downstairs speaker. If the apartment dweller wants to let a visitor in, he can press a button which releases the lock on the door downstairs. In an apartment house the cleaning of the steps, sidewalk, and basement is traded off among the renters.

With few local exceptions, Germany, Austria, and Switzerland have 50-cycle alternating current at 220 volts. Outlets are constructed so that American-made plugs do not fit them. If American appliances are used, a transformer must be purchased.

Flowers are especially loved by Europeans. Those who are fortunate enough to have gardens cultivate them with much care. Outside the cities small plots of land are rented to people for vegetable and fruit gardens. Sometimes a family even has a little cottage with small cooking facilities so that a peaceful weekend can be spent outside the city.



The homes of most Germans, Austrians, and Swiss are tastefully and conservatively decorated. Gas and electricity are major household expenses so families in German-speaking countries turn off lights when leaving a room for a moment and consider it wasteful to have lights on during the day unless absolutely necessary. Even at dusk they will often keep the lights off and move to the window to read.

Shopping

Larger stores are open from 8:00 a.m. until about 6:00 p.m. on weekdays, and from 8:00 a.m. until noon or 2:00 p.m. on Saturdays. Small markets may open as early as 6:00 a.m.

Businesses have traditionally closed for two or three hours at midday to allow their employees to go home for the noon meal. In larger cities, however, many businesses have changed to the American system. Lunch time is shortened, and dinner rather than lunch has become the principal meal of the day.

Shops tend to be more specialized than those in the United States, although there is a movement toward more department stores.

Flower shops or flower stands are found even in the small villages of Europe. Flowers are much less expensive than in the United States. It is an appropriate and generous gesture to bring some flowers to a hostess who invites you to a meal.

The barber

Barbers and beauticians are considerably less expensive than in the United States. One should tip the barber 15 percent, though younger adults are not always expected to give tips.

Tipping

In general, tips are given more generously in Europe than in the United States. Installers, deliverymen, and even gas station attendants expect a tip--or sometimes cigarettes or beer if they have come to a private home.

Dry cleaners

A *Kleiderbad* is a cleaner for clothes which are lightly soiled. This is a less expensive and less thorough way to clean clothes. For more heavily soiled clothes, a *Reinigung* or *Vollreinigung* will clean them more thoroughly. Inform the attendant of any serious stains or spots.

There are some self-service cleaners, where one can pay by the pound for clothes cleaned.

The drug store

An *Apotheke* carries all medication and has the facilities to fill prescriptions. A *Drogerie*, on the other hand, has only general medications (headache tablets, decongestants, etc.) as well as cleaning materials, toiletries, and sundries. A *Parfümerie* usually carries somewhat more expensive toiletries.

The post office

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Besides performing what Americans think of as normal postal services, the post office also owns and operates the telephone and telegraph systems and some radio and television networks. It licenses and collects fees for radios and television sets, offers banking services, pays out Social Security money and certain federal pensions, and offers subscriptions to newspapers and magazines.

There are no "classes" of mail, although there are different ways to send letters and packages (registered, printed matter, etc.).

It is illegal to send cash directly through the mail. A special arrangement is made at the post office.

Long distance phone calls can only be made at the post office or from a private phone.

The following is the customary way to address envelopes in Germany, Austria, and Switzerland:

Familie
Johan Schwarz

Dolderstrasse 749
8032 ZÜrich

If you are writing from a foreign country, add a *D* before Germany, a *CH* before Switzerland, and an *A* before Austria. For example:

CH-4864 Niederbipp

Restaurants

There are a few interesting European variations to eating in a restaurant. It is usually difficult to get a glass of water. The people are not accustomed to drinking water, and the waiter may ask if you do not mean mineral water instead. In some places they may even refuse to bring water. It may be best to order a soft drink or lemonade. Some waiters, on the other hand, are accustomed to Americans, and will gladly serve water. Milk is not commonly served.

The practice of sharing tables is more common than in the United States. It is very natural, if the restaurant is crowded, to sit with strangers.

The waiter willadd a 10 to 15 percent charge to the bill. However, it is still appropriate and polite to give a small tip in addition to this.

The public bath

In most cities there are public bath houses with large swimming pools and individual baths and showers. Anyone may go there who does not have bathing facilities at home. To take a shower costs approximately fifty cents.

Dating and marriage

In Germany, Austria, and Switzerland most young people know each other rather well before they begin dating. They get acquainted at parties or other social functions. Then the man may arrange to meet a girl at a movie, where they will pay for their own admissions. A man generally dates only one girl for a period of time.

When a marriage is planned an engagement party is celebrated with close family members and friends. Announcements are mailed to close friends and relatives, and a report of the engagement and wedding may appear in the local newspaper. A European wears an engagement ring on the left hand and transfers it to the right hand when married.

The evening before the wedding family and friends have fun breaking inexpensive dishes which have been collected. Originally the breaking of dishes and making noise was supposed to cast out evil influences; today the tradition is supposed to bring good luck.

To be legally recognized, the wedding is performed first at the registry office. The couple may then participate in a religious ceremony immediately after.

The wedding may be celebrated with invited guests and family members. The celebration may last from one to three days. It is not to be confused with the American reception or open house. The couple may travel to Italy or Spain for their honeymoon.

Der Föhn

The *Föhn* is a warm, dry wind which comes in the spring from the Alps and "causes" several different kinds of damage. Because of the *Föhn*, doctors are said to be less efficient, students supposedly do poorly on tests, and many business undertakings fail. Many phenomena--from family squabbles and disagreements at work to poorly prepared meals--can be "traced back" to the *Föhn*.

In order to escape the effects of this spring curse, many drink an especially foamy beer. Interestingly, however, tourists are seldom affected by this phenomenon.

Numbers

Dates are written with the day first rather than the month. Thus 4.7.76 means July 4, 1976.

Europeans use a comma as a decimal point, and periods as Americans use commas. 10.453,7 in Europe is the same as 10,453.7 in the United States. The equivalent of the dollar sign ($) is the abbreviation of the name of the currency. *DM 34.00* represents *34 Deutsche Mark*, *öS* is *Österreichische Schilling*,and *SFr.* is *Schweizer Franken*.

In Europe, the "first floor" is not at ground level. What Americans call the first floor the German-speakers call *das Parterre* or *das Erdgeschoss*. The next floor up is usually the "first floor"(*erster Stock*).

Celebrating holidays

SILVESTER: NEW YEAR'S EVE

New Year's Eve, known as *Silvester*, is celebrated much the same as in the United States, with dancing, drinking, magnificent fireworks displays, and general partying. All the church bells peal loudly and the ships in the harbor blow their whistles.

As more and more German-speaking Europeans take a second vacation each year, an increasing number spend Silvester at a winter sports resort, on a sea cruise, or in a southern vacation area.

THE FEAST OF THE THREE MAGI (January 6)

In the Catholic church, January 6 is generally celebrated as Epiphany. In Germany, Austria, and some parts of Switzerland, the journey of the three Magi (*Heilige Drei Könige*) is commemorated.

In 1146 relics, which were claimed to belong to these three legendary oriental kings, were moved to Cologne, Germany. This encouraged construction of the Cologne cathedral and the celebration of "Three King's Day."

KARNEVAL

Depending on where it is celebrated, it is called *Fasching*, *Karneval*, *Fastnacht*, or *Fasnacht*. It is a time in the late winter days (mid-February to mid-march) preceding Lent given over to merry-making.

Many features of Karneval, such as masks, fancy costumes, parades, etc. were also part of pre-Christian festivals. In time, the Catholic church condoned the singing, drinking, partying, and parading still characteristic of Karneval as a healthful release before the period of Lenten fasting.

LABOR DAY (May 1)

May 1, 1890 was the first World Labor Day and has since been observed in many countries. In Germanic Europe, it is a mixture of traditions from greatly differing social origins.

In some regions carnival rides and parades take place. Young people arrange celebrations, dances, beer parties, and so on.

CORPUS CHRISTI

Celebrated in June, Corpus Christi or *Fronleichnam* (literally "the body of Christ") is a very important Catholic holiday. In regions which have a large Catholic population, the streets are decorated with birch greens and altars. A solemn procession sets out from the town church and returns to it. Men's, women's and girls' clubs, the fire brigades, and military bands may also participate.

CHRISTMAS

Christmas (*Weihnachten*) is first celebrated in most families with an advent wreath bearing four candles. Four Sundays before Christmas the first candle is lit, and one more candle is lit each Sunday until Christmas.

On the eve of December 6, St. Nikolaus (or Nikolo) fills the brightly shined shoes of the children with candy.

On Christmas Eve, the parents decorate the Christmas tree (usually with real candles) and the children are not allowed in the room until they are finished and the Christchild has come and delivered gifts. The children are then let in, and Christmas Eve is celebrated with songs, gifts, and Christmas treats.

The next few days are dedicated to celebrating Christmas. Special meals are prepared, friends and relatives are visited, and carols are sung.

Breaking language barriers

If you cannot speak other people's languages, you are terribly handicapped in communicating with them. Because language is the most important communication tool in any society, it is possibly the area of your greatest security. You will come into a whole new world of German-speaking Europe where you may not know the German language at all. You will be stripped of your primary means of interacting with others.

Your purpose and length of stay in Europe will determine the language proficiency you will need or desire. Language training is available through schools, self-study, and various language booklets written especially for travelers.

In case you find yourself with no other materials, this "survival section can assist you in communicating in German. The following are simple words and phrases to master:

ENGLISH	GERMAN PRONUNCIATION	GERMAN SPELLING
Good day	GOO-tun TAHK	Guten Tag
Good evening	GOO-tun AH-bent	Guten Abend
My name is...	ish HY-suh	Ich heisse...
What is your name?	VEE HY-sun-zee?	Wie heissen sie?
I am happy to meet you.	ess FROYT mish	Es freut mich.
Please	BIT-uh	Bitte
Thank you (very much)	DAHNK-uh (zayhr)	Danke (sehr)
You are welcome	BIT-uh (zayhr)	Bitte (sehr)
Excuse me	fayr-TSY-oong	Verzeihung
Goodbye	owf VEE-der-zayn	Auf Wiedersehen
Yes	YAH	ja
No	NINE	nein
Yesterday	GES-tern	Gestern
Tomorrow	MOR-gun	Morgen
Today	HOY-tuh	Heute
I do not understand.	ish fehr-SHTAY-uh nisht	Ich verstehe nicht.
I do understand.	ish ferh-SHTAY-uh	Ich verstehe.
Sir, Mr.	HAYR	Herr
Mrs., Madame	FROW (rhymes with cow)	Frau
Miss	FROY-line	Fräulein
Straight ahead	geh-RAH-duh-OWSS	geradeaus
To the right	nahk RESHTS	nach rechts
To the left	nahk LINKS	nach links
Where is. . .?	Voh ist. . .	Wo ist. . .?
a toilet	I-nuh twa-LEH-tuh	eine Toilette
a doctor	I-n ARTST	ein Arzt
a hotel	I-n HO-tel	ein Hotel
a bank	I-nuh BAHNK	eine Bank
a policeman	I-n poh-lee-TSIST	ein Polizist
a restaurant	I-n ress-tau-RAHNG	ein Restaurant
a movie theater	I-n KEE-noh	ein Kino
How much does it cost?	vee-feel KOHSS-tet dahs	Wieviel kostet das?
I am an American.	ish BIN ah-may-ree-KAH-ner	Ich bin Amerikaner.
Do you speak English?	spresh-en zee ENG-lish	Sprechen Sie English?

Sign language

An excellent way to orient yourself in a new culture is to become familiar with the many signs you see. Until you learn to ask the location of the nearest restroom, it might be helpful to at least be able to recognize the sign. It also helps you to find clean air and to stay away from dangerous areas. Even if you can't speak the language, you can walk around looking like you know where you are going and what you are doing.

ENGLISH	GERMAN
Restroom	Abort *or* W.C.
Men	Herren
Women	Damen
Entrance	Eingang
Exit	Ausgang
Do not enter	Kein Eintritt
No smoking	Rauchen verboten
Bus stop	Haltestelle
Beauty salon	Friseuse (Germany & Austria), Coiffeuse (Switz.)
Barber shop	Friseur (Germany & Austria), Coiffeur (Switz.)
Bank	Bank
Post office	(Austria) Österreichische Post und Telegraphen Verwaltung (Germany) DB, Deutsche Bundespost (Switz.) PTT, Post Telegramm Telefon
Train station	Bahnhof
Telephone	Telefon, Fernsprecher
Taxi	Taxi
Movie theater	Kino
Danger	Vorsicht

The beginning

You are now at the real beginning of your cultural experience in Germany, Austria and Switzerland. You will find that the old cliche, "Experience is the best teacher," will be true. You will undoubtedly learn much more from your own experiences, successes, and failures, than from this Learning Aid. However, this information gives you some suggestions for effectively communicating with people of another culture. Review this Learning Aid as needed. Only as you experience situations similar to those described will you really begin to understand what you have learned.

The concepts presented in this booklet will not always apply in every situation or in every part of these countries. Some basic knowledge is provided about so-called "Germanic" behavior and some of the premises upon which Germanic life is based.

You are going to make mistakes. But don't let that worry you excessively. The German-speaking Europeans will understand that you are new to their cultures, and because of this they will accept more mistakes from you than they would from natives of their countries. However, don't let this goodwill on their part make your efforts less than wholehearted. As you try to speak their language, both linguistically and culturally, you will be surprised at the new dimensions of your experience.

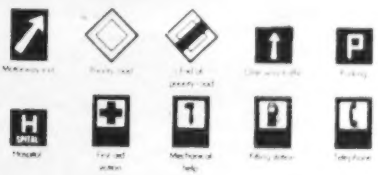
International Road Signs

▲ Warning signs ● Regulative signs ■ Informative signs

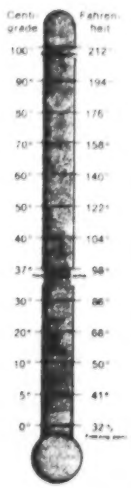
Colors may vary from country to country, but are usually red and black on a white background. Shaded areas indicate blue.

WARNING SIGNS

INFORMATIVE SIGNS



REGULATIVE SIGNS



TEMPERATURE

To Compute Fahrenheit: Multiply Centigrade by 1.8 and add 32.

To Compute Centigrade: Subtract 32 from Fahrenheit and divide by 1.8.

Clothing Sizes

CLOTHING SIZE CONVERSIONS (Women)

DRESSES, SUITS AND COATS							
American	8	10	12	14	16	18	
British	30	32	34	36	38	40	
Continental	36	38	40	42	44	46	
BLOUSES AND SWEATERS							
American	32	34	36	38	40	42	44
British	34	36	38	40	42	44	46
Continental	40	42	44	46	48	50	52
DRESSES AND COATS (Children's and Junior Misses)							
American	2	4	6	8	10	13	15
British & Continental	1	2	5	7	9	10	12
STOCKINGS							
American & British	8	8½	9	9½	10	10½	11
Continental	35	36	37	38	39	40	41
SHOES							
American	5	5½	6	6½	7	7½	8
British	3½	4	4½	5	5½	6	6½
Continental	35	35	36	37	38	38	38½

SHOES								
American	8½	9	9½	10	10½	11		
British	7½	8	8½	9	9½	10	10½	11
Continental	39	40	41	42	43	44	45	

GLOVE sizes are the same as in the U.S.A.

CLOTHING SIZE CONVERSIONS (Men)

SUITS, SWEATERS AND OVERCOATS								
American & British	34	36	38	40	42	44	46	48
Continental	44	46	48	50	52	54	56	58
SHIRTS								
American & British	14	14½	15	15½	16	16½	17	17½
Continental	36	37	38	39	40	41	42	43
SOCKS								
American & British	9½	10	10½	11	11½	12	12½	
Continental	39	40	41	42	43	44	45	
SHOES								
American	7	7½	8	8½	9	9½	10	10½
British	6½	7	7½	8	8½	9	9½	10
Continental	39	40	41	42	43	43	44	44

MEN'S HATS								
American	6⅜	6¼	6⅜	7	7⅛	7¼	7⅜	7½
British	6½	6⅝	6¾	6⅞	7	7⅛	7¼	7⅜
Continental	53	54	55	56	57	58	59	60

MEN'S HATS								
American	7⅜	7½	7⅝	7¾	7⅞	8		
British	7½	7⅝	7¾	7⅞	8	8⅛	8¼	8⅜
Continental	61	62	63	64	65	66	67	68

GLOVE sizes are the same as in the U.S.A.

(All size equivalents are approximate)

Weights & Measures

WEIGHTS Metric Equivalent

U.S.A.		U.S.A.
ounce = 28.35 grams	1 gram =	.04 ounce
pound = .45 kilogram	1 kilogram =	2.20 pounds
ton = .91 metric ton	1 metric ton =	1.10 tons

LIQUID MEASURE Metric Equivalent

U.S.A.		U.S.A.
pint = .47 liter	1 liter =	2.11 pints
quart = .95 liter	1 liter =	1.06 quarts
gallon = 3.79 liters	1 liter =	.26 gallons

(1 imperial gallon = 1.2 US gal or 4.5 liters.)

LENGTH Metric Equivalent

U.S.A.		U.S.A.
inch = 2.54 centimeters	1 centimeter =	.39 inch
foot = .30 meter	1 meter =	3.28 feet
yard = .91 meter	1 meter =	1.09 yards
mile = 1.61 kilometers	1 kilometer =	.62 mile

To convert from kilometers to miles, divide the number of kilometers by 8 and multiply the result by 5.

In other words:

1 Kilogram is about 2 Pounds

1 Liter is about 1 Quart

1 Meter is about 1 Yard

1 Kilometer is about 1/2 Mile

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Other Communication Learning Aids from the BYU Language Research Center that could be helpful to you:

-- THESE **COMMUNICATION** LEARNING AIDS FOCUS ON **PEOPLE** : THEIR VALUES, FEELINGS, AND HOW THEY EXPRESS THEM. THE READER NOT ONLY OBTAINS IMPORTANT KNOWLEDGE, BUT, THROUGH THE " **EXPERIENTIAL** " FORMAT, ALSO GAINS A FEELING FOR WHAT INTERACTION WITH THESE PEOPLE WOULD BE LIKE IN REAL-LIFE SITUATIONS.

"...A STEP BEYOND WHERE MOST GUIDES GO."

"...OF SPECIAL USE TO TRAVELERS."

"THE INFORMATION COULD HELP YOU AVOID SOCIAL MISTAKES."

"...WITH THEIR EMPHASIS ON PEOPLE AND THEIR COMMUNICATIVE CUSTOMS, THESE LEARNING AIDS PRESENT A MARKED AND REFRESHING CONTRAST AND A COMPLEMENT TO THE BEST TRAVEL GUIDES AND COMMUNICATION TEXTS."

"THE PEOPLE COME ALIVE IN THESE BOOKS. FOR THE FIRST TIME I FEEL LIKE I'VE REALLY BEGUN TO KNOW THEM."

Building Bridges of Understanding with:

PEOPLE OF

BRAZIL

JAPAN

LATIN AMERICA

KOREA

SPAIN

GERMAN-SPEAKING EUROPE

ENGLAND, SCOTLAND, WALES, IRELAND, NEW ZEALAND, CANADA, AUSTRALIA, SOUTH AFRICA, The UNITED STATES...

"So You Speak English Too!"

— OTHERS ARE BEING DEVELOPED OR REVISED

"practical"

"experience-oriented"

"BEYOND CULTURAL CONTRASTS, BEYOND THE USUAL FOCUS"

The Brigham Young University Language Research Center (LRC) is a specialized academic organization within the College of Humanities. A skilled and professional staff is devoted to research, development, and training in significant aspects of language and intercultural communication. It exists to serve tha BYU academic community, the Church of Jesus christ of Latter-day Saints (Mormon), governmental and educational institutions, private enterprises, and the general public.

Forty-five miles south of Salt Lake City, the 600-acre Provo campus of Brigham Young University lies at the foot of the beautiful Wasatch Mountains. With 25,000 students from all fifty states and nearly 80 foreign countries, it is the largest church-related university in the United States. In addition to the more than 1,200 international students, thousands of faculty, staff, and students have served LDS (Mormon) missions outside the United States--a high concentration of people with in-depth experience living and communicating abroad.

In addition to the outstanding foreign language instruction available through the academic departments, the Language Training Mission (with new facilities in 1976) trains several thousand missionaries annually in more than twenty languages.

The Language Research Center is under the leadership of James S. Taylor, director, and V. Lynn Tyler, associate director. Dr. Taylor is a recognized authority in foreign language learning, testing and teaching. Lynn Tyler is a noted specialist in intercultural communication, with particular emphasis in intercultural writing and translation. He also serves in leadership capacities with the American Translators Association and the International Communications Association. Complementing the directorate is a capable staff of research associates from several academic disciplines, including personnel from several countries. The Center also draws upon the resources within and beyond the BYU academic community, involving many professors and scholars in various projects.